



Economic Development Committee

Minutes

June 17, 2010

7:00 PM

Room 204

Acton Town Hall

TOWN CLERK, ACTON

In attendance:

Doug Tindal
Dick Calandrella
Chris Pappas
David Didriksen
Nancy Dinkel
Leigh Davis-Honn
Kristin Alexander

I. Revised Open Meeting Law -There was much discussion about the new regulation and enforcement of open meeting laws in the Commonwealth and Town. Basically, nothing can be discussed between more than two members without announcing it ahead of time so that the public can participate. While this will undoubtedly result in inconvenience and inefficiency in the committee process, at least no one can ever say they were excluded from discussions.

II. Current Issues –Discussion

- Phase I - Citation Review Panel
 - Review Panel Website Established and panel has scheduled meetings
 - Public Relations: Letters and press.
 - Letter to Cited Business Owners- Being worked on
 - Letter to Business Community –also a work in progress
 - General Notification – *Acton Beacon*
- Phase II
 - Signage By-Law Review – No real review of existing by-laws has yet taken place.
 - Signage By-Law Enforcement Process – Enforcement efforts, however, will continue.

- Phase III
 - Development of 'How To' Pamphlet/Brochure
 - Public Relations
 - These long-term goals have not been acted upon at this time, but it is hoped that the Sign Panel process will prove instructive for this purpose.

III. Demographics Team

- Update on Data Gathering Effort in Town Hall – Dick presented some preliminary data and discussed the challenges of pulling information from multiple sources in town, i.e., it was tough to do. He is pursuing the following two steps:
 - Action Plan for Completion of Database
 - Continuing review of Websites research

IV. Marketing Team

- Coordination with Chamber marketing programs
- Status of Survey Effort
- Upcoming Marketing Opportunities
- Coordination with Business Support Team

V. New and Existing Business Support Team

- Coordination with Chamber
 - Membership
 - Team Leadership
- These efforts have been tabled temporarily until end of summer/

VI. Path Forward – The following items were discussed as possible directions and activities for the future:

- Pending Team Agendas
- Membership with VCC for approval (Joe & David) status – was approved.
- Team Recruitment needs
- Development of Team Calendars

Meeting adjourned shortly after nine o'clock.

Respectfully submitted by David Didriksen