

EDC minutes, Nov. 4 2010 --- from Ann Chang

Minutes Approved 7-21-11

Location --- Acton Town Hall --- Room 204

Present: Doug Tindal, Joe Ianelli, Chris Pappas, Dick Calandrella, Nancy Dinkel, David Didriksen & Ann Chang. Absent: Leigh Davis-Honn.

No Public comments

Minutes of Sept. 16 & Oct 21 were accepted. (Dick will send them to the Town Clerk & Kristin)

There was a discussion re: Acton 2020 based on the demographic portion of the agenda. EDC members, in particular Ann< are not too happy with the way the project is being directed

NEW BUSINESS: Dick passed out the menus from Harmony's the new Chinese take-out located in the old Midas Muffler building. He indicated that the range of foods available was extensive. Nancy's staff has patronized the take out offerings for their lunches.

Dick has a new list of Acton businesses---he got it from Jim Snyder-Grant. He will now do a cross check between the one he had previously & this new one. One object being to get a list for Leigh's business survey

Sign Enforcement Review

Nancy distributed the newest iteration of the report from the Sign Review Panel. Doug started with some amendments & then decided, rather than have everyone edit the edits, Nancy will take his additions back & meld them into the whole. One point he suggested as being important was to have some more of the background info added. David warned that we cannot make the document too long as no one will read it.

Copies---still in the revised draft form will be sent to Steve Ledoux & Roland Bartl---the ultimate audience is the Selectmen followed by other Town Boards.

TASK: Doug will send his rewrite to Nancy

Question: can the job of sign enforcement be done by one person. A wide ranging discussion ensued: some felt that the job was an impossible task, given the opaqueness of the bylaw & the job of playing catch-up with the enforcement; others felt that one person could do the job but a total reshuffle in the present process needed to be done first.

There was general agreement that a great deal of time and money has been wasted on this project with little to show for the results.

It was agreed that for the future an education program needed to be put in place. The EDC has always advocated for a central location/person whose job will be help the new business person to get established in the community by telling him at the outset what permits he needs & what boards he needs to see before he can establish his business.

There was also a consensus that all the new signs going in need to be regulated at the time that they are being put up/in and they need to be checked after the fact as well.

David reported on his "Buy Local" efforts. He has been working with Willa of Kitchen Outfitters, Larry Powers, Powers Gallery & Barbara of the artisan's store, NOA. The plan is to get @ 20 merchants to have gift cards in each other's stores during the holidays. David reports that gift cards are a good way to introduce new shoppers to other establishments & make purchases when they hold a gift card. He reported that mixed success with convincing some of the merchants to get such cards printed but he thinks there will be enough (6-7 already have cards) participants in the end. There will be a PR campaign that will stress "Buy Local."

Tasks: Doug will send his rewrite to Nancy; Nancy will distribute the final among the sign panel members. All communication will be directed to Nancy ONLY

Task: Dick will ask for an update on the Zoning Enforcement Tracking Matrix

Task: Joe will try to find out the total of the legal fees associated with the sign enforcement

The next agenda will have a report from Leigh on Marketing

Adjourned 8:35

Ann Chang