

Wilmington Economic Development Committee
Meeting Minutes
February 8, 2023

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TOWN OF WILMINGTON, MA

Meeting was called to order by Chairman Champoux at 6:07 p.m.

Present :

Committee Members Michael Champoux, Valerie Gingrich, Patrick Giroux, Greg Maynard, Rob Oliveri, Suzanne Sullivan

Also in Attendance was Jayne Wierzbicki

Minutes:

Some small edits were made to the January 17, 2023 meeting minutes. Motion made by Valerie to approve minutes as amended, seconded by Patrick, voted unanimously to approve.

Jayne provided the Committee with an update on various developments around town:

- 353 Middlesex Ave. (prev. Art of the Event) will be storing Art Work and will have a showroom for its customers.
- There will be a Water Spa next to EJ's on Main Street
- A new Physical Therapy place is now open next to Habit Burger on Ballardvale St.
- Chipotle is still in the planning process and permitting with the Planning Board to tear down, rebuild, and reconfigure parking, entrances and exits at Rite Aid on Main St.

Branding Project-

Chairman and Valerie received a proposal for review regarding the "roll out" campaign of the Marketing Plan from Tom and Kristina from Stirling. As directed, Stirling outlined various actions and stayed within the \$12,000 constraints of the budget. Mike reviewed the proposal with the Committee. However, Valerie brought to our attention that the regulations governing municipalities prevents the town/committee from entering into any proposals that exceed \$10,000.00 without getting at least 3 proposals from 3 different entities. Essentially going out to bid. The Committee discussed various ways to avoid this dilemma due to concerns with the timing. Stirling has indicated that the plan can still be "rolled out" but they are concerned that by not doing the full "roll out", those limitations could compromise the quality of the campaign. Considering the Committee is poised to start the marketing plan by early spring it was decided by consensus to shave the proposal down and to try to do some tasks "in house" to off set the cuts. There is no other choice, either cut or go out to bid. End of May is the goal for evaluating how the Campaign is going. There was also discussion about setting up a sub-committee if needed.

Facade Improvement Draft Plan Review-

Valerie shared before the meeting the Draft Plan for the Facade Improvement grants, titled "Facade Improvement Grant Program - FY23 Guidelines" for the Committee's review. The Town has allocated \$300,000 of ARPA funds for facade improvement grants. Applicants must provide a matching dollar amount of 10% of the total proposed project cost in order to qualify for funding. Grants of up to \$25,000 may be awarded with this program, depending on the match amount and project scope. Funding will be provided in the form of reimbursement. Once all proposed improvements are finished, applicants will receive the grant that had been

approved during the application process.

The Committee discussed in detail the various aspects of the plan, the grants and the processes regarding the implementation of such. It was by consensus of committee members that the committee may need to help develop a procedure to make the review of and the application process fair and transparent.

Update on Signs on Town Land and potential Adopt a Barrel/Site

Valerie informed the Committee that the Inhabitants By-laws that prohibited private signs on Town Property has been changed. When the By-law Committee made recommendations that were adopted at Annual Town Meeting this section was amended.

No New Business

No Public Comments

Patrick makes motion to adjourn at 8:15 p.m. Valerie seconds, so voted unanimously by the Committee.