

**ECONOMIC DEVELOPMENT COMMITTEE MEETING – October 20, 2021, Called to order at 6:04pm**

**Attendees:**

Greg Maynard  
Mike Champoux  
Valerie Gingrich  
Jared Constantino  
Lilia Maselli (via Zoom)  
Carol Boisvert  
Patrick Giroux  
Suzanne Sullivan  
Robert Oliveri  
Miriam Nelson

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TOWN CLERK  
2021 NOV 17 AM 8:00  
TOWN OF WILMINGTON, MA

**1) Roll Call** - All present except Nancy Vallee. Jeff Hull was also in attendance. Pat and Lil had to leave early.

**2) Pledge of Allegiance**

**3) Approval of Minutes of September 29, 2021 WEDC Meeting** - Approved, unanimous of the attending members

**4) Zoning articles for the 2022 Town Meeting - V. Gingrich**

Potential zoning articles for 2022: As an MBTA community, the state requires Wilmington to have a multi-family district within a half mile of a train station. This multi-family housing must be available “by right” —without requiring a special permit. We don’t currently have this “by right” zoning near a train station. Looking at the central business district around the train station. Planning board would like to look at design guidelines to put into the zoning by-laws to guide what it would look like physically (eg. bike lanes, outdoor seating, etc.). The districts should be mixed-use, downtown streetscape, focused on pedestrian experience. The master plan from 20 years ago included this kind of neighborhood in the vision also.

On Middlesex Ave, near Art of the Event, the Planning Board is looking to zone to neighborhood mixed-use or something else, to encourage pedestrian-friendly developments.

**5) Report from Planning office Recent Projects – V. Gingrich**

A taproom in industrial districts is allowed under our current zoning. There is a size limit (5000 square feet), but it is allowed.

projects, need to find free avenues to do these things. Waiting two years to do these things would be a long time. We can get more done sooner if they're funded. Pat: It's a good time to do planning for outdoor elements, so that these are ready to be implemented in Spring/Summer. Could come up with a subcommittee to tackle the beautification plan. The branding and identity piece could be tackled on top of that. Jared: Wants to see buy-in from businesses themselves to beautify their business fronts. They should have a voice and incentives in this too. Suzanne: An example of leadership in the public space may spill over to encourage that, eg. storefront grants. Mike: What are some public spaces that could be candidates? Suzanne: Can put up hanging lights, signs, get a permit from the MBTA to beautify the train station, plants near Rt. 62, plant bulbs in little spaces, etc. Need to pay attention to the small details and think differently about the spaces that we have. The idea of Wilmington Beautification Day has been popular on social media. The MBTA parking lot is an excellent start. Pat: Communicate with Mass Highway, maybe get a guest to discuss beautification projects. Carol: Hometown Grant Program is an opportunity to be able to do this, and have more backing for bigger projects. Rob: Made calls about putting flags around the MBTA on the poles there, they need to be lit. Suzanne will forward more information.

Mike: Action items? Long term, short term, timeline considerations. Suzanne: The timeline Valerie suggested is realistic, even somewhat optimistic. We can implement short-term goals concurrently.

Action items: Valerie will talk to DHCD about funding. Will reach out to the committee for help on action items. Will follow up with results from communication with the state. Suzanne: developing the train station is a good action item. Rob: action item, will continue working on getting flags up. Suzanne discussed the possibility of more beautification projects. Will create a group to work on beautification.

Jeff: there needs to be a recommendation or proposal for how beautification will be pursued. DOT has a plan to redo a stretch on Rt. 62. Will look at the type of lighting established to make it consistent.

#### **7) Town Video – Action Items.. where / who to get it to and by whom?**

Lil: Contact commercial real estate businesses and retailers to spread to brokers. Corenet ([newengland.corenetglobal.org](http://newengland.corenetglobal.org)) and the Selector's Guild ([siteselectorsguild.com](http://siteselectorsguild.com)) can connect us to consultants. There is a membership fee, \$175 or \$400 depending on the tier. Possible agenda item for the next meeting, worth looking into.

Mike: good way to spread the video outside the town. Don't need to wait until next month on this, will delegate this to Patrick.

#### **8) Subcommittee Report: Economic Development Professional - Update**

Jeff: A job position has been posted, which replaces the Assistant Planning Position, which has been vacant. The revised position does some planning, but also has a focus in economic development. The town has a significant reserve, but these funds are dependent on what happens with other capital projects in the town.

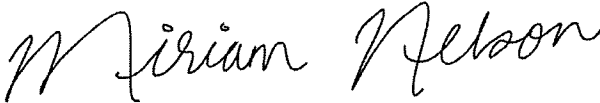
Greg: The educational experience would be good for high schoolers regardless of what results from the project. Can use this concurrently with the consultant / firm that may do the branding. GREG HAS CONFIDENCE IN THE FUTURE GENERATION.

**10) Public Comments** - none

**11) Next Meeting Date** - November 16, 2021

**12) Adjourn** - unanimously adjourned at 8:19. Motioned by Jared, seconded by Rob

**Respectfully submitted by Miriam Nelson, Recording Secretary**

A handwritten signature in cursive script that reads "Miriam Nelson". The signature is written in dark ink and is positioned in the center of the page.

11/16/21