

October 30, 2019 FINAL Minutes (as voted and approved at 11/20/19 meeting of WEDC)

Mike C called meeting to order at 7:06pm

All in except Robert Oliveri

Approval of Minutes from 9/25

Add - Discussions about the possibility of starting a development of the downtown area R. Oliveri

Approved by Bendel and second by P Giroux 1 abstention

Lil to send minutes to clerk after above addition

Patrick G

Feedback to letters sent last month. Nothing returned so far. Sent to SRS Group (Walgreens/RiteAid) and Sir Speedy Group. Give it a few more days. DSM RE (Market Basket) trying to source a contact over there to send it to. Valley Properties is MB Property Management - John Matthews. Perhaps ask Ken Cairra to see if he can point us in right direction, Tom Card will speak to him. Patrick will follow up with a call to the groups next week to confirm they did receive the letters.

Mike and Pat will touch base next week to figure out who will take what action on calling them or not.

Why Wilmington Campaign has been closed. 96 people responded. Discussion on overall theme of comments. Great town, needs revitalization, traffic, accessibility is good, great people. Can we piggyback the survey asking what would you like to see in Wilm/what are we missing? Bendel asked if we should put out a monthly question or more surveys? How do we keep it going. Surveys will be used for Marketing brochure too. We need to figure out how to accentuate the positive and answer to the negatives/questions raised. One survey answer brought up the commercial tax rate being high compared to surrounding towns. Are there ways to streamline the permitting process to remove some additional steps that may have always been there but are not needed. Maybe the process needs to be updated. Perhaps incentives for tax breaks for certain businesses coming to town. Example of the TIF program with Analog and how it benefits the company and the town.

Why Wilmington Pros

Location / Commuter Friendly

Family Friendly

Volunteerism

Civic Pride

Affordable

Recreational areas

Low crime/Safe

Small Town Feel

School System

Community Events

Corporations

Anticipated improvements to the infrastructure

Reconstruction of the Butters Row Bridge along with Rte. 38

Rising incomes

How do we promote the industrial businesses in a positive way as there are located in good places in town? Need more places to eat around the corporations so people stay in WLM and not go to Woburn Presidential Way.

There is a proposal for 203 Lowell street for a multi-use project. Apts (50), bank, possible retail & office.

Negatives

Bylaw on 2 drink minimum

Do other local towns have the same

Empty store fronts

Poor curb appeal

Commercial Taxes

Not pedestrian/bike friendly (car focused)

Permitting Process

Street Parking

Lacking Dining Variety

Lack of downtown

Mixed use areas

Town Sewer Limited

Traffic

Need "upscale" retail & restaurants

Lucci's plaza, picture works going out of business, he wants tenants to succeed. Established business in town looking to expand their business. Sidewalks and bike paths are coming over there
Blue bike areas in town. Town needs to be more bike friendly.

Issue of today are same as 20 years ago. The hard part is execution. How do we take this visionary work we are doing and execute it?

We have done something that were in the Master Plan. Commercial plan hasn't planned out as vision. Maybe we pick a location and go for it.

Zoning for where you can have sewer and where you cannot. Upscaling will have to be done by our marketing.

What is our vision. Do we do a more formal survey? Do we move ahead with what we have already learned?

Review of Community Survey. Add demographics (age, work in WLM, own or rent).

Carol did some research on economic surveys and compiled some questions. Recommends that we do it on Survey Monkey. Can be done in Google Forms like the other survey. We can run a residential and a business survey.

Do we keep it simple or go really in depth? Keep it simple now and then more complex in a year so we get a good basis to start with.

What part of WLM they reside in is irrelevant for the survey - to be removed. Make #1 What is your connection with Wilmington? I live in WLM, Work in WLM, Both, None.

Add 18+ to #6

Change Homemaker to Stay at Home #7

Take out #8 (combined with #1)

Take out #9

#10 - take out medical, add entertainment, fast food, take out activities in question

#11 - Please rate the following Wilmington attributes on a scale of 1 to 5?

#12 - Change to rating. With regards to economic development, what are the town's greatest challenges?

Add Curb Appeal

Change first choice to Traffic

Keep survey to 10 questions. Narrowing down what the community feels are the biggest challenges.

How long do we want the survey to stay out there? Carol will make edits. We will discuss in November.

North Wilmington for next meeting - redevelopment. Will be on next agenda

Public comments:

Downtown area do we have sign regulations? Yes. Melrose have a lot of hand carved signs make tis look more progressive/nice curb appeal. Any discussions with SRS on subdividing the property? Pat will mention to them. Rite Aid may be a good area for entertainment (Wine/Cheese shop, Paint Night etc).

Next meeting to 11/20 7pm Room 9

Motion to adjourn made by P Giroux and second by G. Bendel and approved by all 9:07pm