

**Economic Development Committee**  
**Meeting Minutes of November 3, 2016**

Call to Order: The Chairman called the meeting to order at 8:00 a.m. in Room 014 of Town Hall.

In Attendance: Chairman Barbieri, Robert Warburton, Kate Lamontagne, Susan Russo, David Thorn and Lisa Zais. Also present were Town Administrator Jeff Ritter, and Economic Development Director/Town Planner Karen Sherman.

Approval of Minutes: On a motion by Mrs. Russo, seconded by Mr. Warburton, the draft minutes of October 6, 2016 were approved as written/amended.

Business Survey, Web Site and Community Metrics: Technology Director Chris Meo reported the following:

- Number of views to the Main EDC Website Site: 103 views
- Nearly 50% of sessions are from mobile devices
- 57 of the 103 views came from a referral on Facebook
- Average time spent on website was 1 minute and 41 seconds

Holliston EDC Video: Viewed 78 times

TSG Testimonial Video: Viewed 13 times

Outpost Testimonial Video: Viewed 10 times

EDC Business Survey: 10 people have responded

Trails for Tourism:

Mary Greendale was present to discuss the concept of promoting trails and trail networks as Holliston's key destination feature. She stressed the importance of connections to the Upper Charles Trail and the seeming lack of capacity for the Trails Committee to take on projects other than the Upper Charles Trail until it is completed. She also noted the importance of forest management plans to maintain open space quality.

495 Suburban Edge Committee Update:

The Chairman gave an update on the latest committee meeting in Maynard and presented some materials from the Town of Maynard with regard to their downtown redevelopment, Economic Action Plan and Business Enhancement Program funded by their EDC. He stressed the role of fostering food, culture, and entertainment businesses as well as multi-family housing in their downtown and also gave the example of recent successful redevelopment in Hudson as well.

Some discussion of the potential for re-development or re-use of #9 Green Street (vacant former mill) and #799 Washington Street (Gulf Station). Mr. Ritter gave an update of the #9 Green Street tax possession status and noted that the Selectmen are interested in hiring an attorney and LSP for advice on that site as well as the Axton-Cross property on Cross Street. Potential uses of those two sites as well as the desire to attract another restaurant were discussed.

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On a motion by Susan Russo, seconded by Kate Lamontagne, the Committee voted unanimously to encourage the Selectmen to proceed with taking the 9 Green Street property for use as parking lot and/or community septic/sewer system.

New Businesses:

Mr. Ritter reported three new business certificates issued this month, including Gracefully Restored at 725 Washington Street.

Adjournment: The meeting adjourned at 9: a.m. on a motion made a duly seconded. The next meeting was scheduled for December 1, 2016.

Respectfully submitted:

Karen Sherman  
Economic Development Director/Town Planner