

WOBURN REDEVELOPMENT AUTHORITY
MINUTES FOR THE OCTOBER 22, 2019 MEETING
Council Committee Room
City Hall, 10 Common Street, Woburn, MA

Chairman Queenin called the October 22, 2019 Woburn Redevelopment Authority meeting to order at 5:00 p.m. and asked Dan Orr to call the roll.

1. Roll call of members

Mr. Gary Fuller, Mr. Dave Ryan, Mr. Art Duffy and Chairman Queenin were present; Mr. Wayne McDaniel was absent. Planning Board Director/WRA Administrator Tina Cassidy, City Planner/Grant Writer Dan Orr and Mayor Galvin were also in attendance.

2. Approval of minutes: September 24, 2019 meeting

Chairman Queenin stated that next on the agenda was adoption of the draft minutes of the WRA's last meeting.

Motion to approve the September 24, 2019 meeting minutes, as submitted, made by Fuller;
Seconded by Duffy;
Motion carried, 4-0-0.

3. Bills to be paid

Cassidy stated that the Authority has received a bill in the amount of \$951.03 from the Group Insurance Commission (GIC) that must be paid.

Motion to approve the bill roll in the amount of \$951.03, made by Duffy;
Seconded by Ryan;
Motion carried, 4-0-0.

4. Monthly financial report

Queenin reviewed the monthly financial report and stated that the current balances for the Authority's Operating and Sign Program accounts are \$84,995.29 and \$18,294.15, respectively.

Motion to accept the monthly financial report, made by Ryan;
Seconded by Fuller;
Motion carried, 4-0-0.

5. Correspondence

Cassidy reported that there is none.

6. Update on Storefront Façade and Sign Program, including financials and interest in program(s) expressed since last meeting

Orr stated that there has been no new interest expressed in the program or applications submitted since the September meeting. He has not been able to distribute the first check to the Studio Café applicant (327 Main Street) as a result of not have yet received notice of Building Department sign-off.

Orr further stated that he believes that there may be some misunderstanding as to the requirements on the part of the Studio Café owner and he intends to follow-up with the applicant to ensure that he is aware of all filing requirements needed to proceed with issuing the first check installment.

7. Update on Wayfinding/Branding Initiative

Cassidy provided an overview of the status of the Wayfinding/Branding initiative. She has recently facilitated a second site visit to the proposed sign locations for the benefit of the vendor prior to the start of the sign manufacturing phase of the project.

Cassidy further stated that her current projection of the project is that the signs will be manufactured and installed relatively quickly once the specifications are sufficiently tweaked. She is hopeful that she will be able to report the completion of the installation phase by the WRA's next meeting.

8. Discussion on downtown art opportunities: Murals and utility cabinets

Cassidy provided an overview of the discussion and research that has gone into identifying a mural project in Woburn that would be ideal in scale and could be feasible given available resources.

Cassidy stated that there are a number of steps that have to be taken to make progress on a potential mural project, including having an agreement in place with affected property owners and obtain adequate funding (either grant-supported or by Council appropriation) and to decide upon a theme. She has learned that professionally-painted murals would likely cost in the tens of thousands of dollars.

Queenin stated that the discussion of theme and the specific design chosen will have to be decided upon with the assistance of a consultant and ultimately have the support of the chosen building property owner. He added that he can explore interest in funding via the Woburn Financial and Development Corporation.

Members discussed their support for a mural type project in the downtown area and how to facilitate the process of deciding upon a mural theme.

Cassidy stated that she would do further research and make additional contact with muralists regarding their experience in structuring the decision-making process for settling on a mural theme and design.

Queenin stated that it seems that the best course of action would be to drive the discussion forward by taking the funding mechanism into consideration.

9. New/Other Business

Queenin stated that he has been in touch with a Woburn business owner, Mr. Michael Palmer, who expressed interest in trying to spearhead more event-related downtown activity such as a “town day” or organizing a farmer’s market. He would like to have more dialogue with the WRA and schedule a meeting with the Mayor on this topic.

Cassidy provided a list of tentative WRA meeting dates for 2020 and asked members to indicate whether the proposed dates present any scheduling conflicts.

Members discussed the upcoming meeting schedule and agreed to cancel the Authority’s meeting next month in recognition of a meeting to be held on December 10th.

Cassidy stated that member Duffy has approached her about potentially expanding the downtown Sign & Façade Improvement Program to include additional properties outside of the current boundaries of the program (such as the “E-Z Way” Shopping Center located south of the current program eligibility area).

Queenin stated that the Authority should obtain more information in the form of a comprehensive evaluation of the program boundaries before approving any applications outside of the original eligibility area.

Queenin asked the Mayor if he had any business that he would like to bring to the attention of the Authority. Mayor Galvin stated that he appreciates the discussion this evening and recognizes the need to address a revamp of the pocket park. He added that he believes that the Wayfinding initiative will be very positive for the downtown once completed and that he will look into decorating the downtown with additional lights for the upcoming the holiday season.

10. Adjournment

Seeing no further business, Queenin called for a motion to adjourn.

Motion to adjourn the October 22, 2019 WRA meeting at approximately 5:22 pm, made by Fuller;

Seconded by Duffy;

Motion carried, 4-0-0.

Meeting adjourned at 5:22.