

WOBURN REDEVELOPMENT AUTHORITY
APPROVED MINUTES FOR THE MARCH 26, 2019 MEETING
In the Council Committee Room
City Hall, 10 Common Street, Woburn, MA

Chairman Queenin called the March 26, 2019 Woburn Redevelopment Authority meeting to order at 5:00 p.m.

1. Roll call of members

Mr. Gary Fuller, Mr. Art Duffy and Chairman Queenin were present; Mr. Wayne McDaniel and Mr. Dave Ryan were absent. WRA Administrator Tina Cassidy was also in attendance.

2. Approval of minutes: January 22, 2019 meeting

Motion to approve the January 22, 2019 meeting minutes, as submitted, made by Duffy;
Seconded by Fuller;
Motion carried, 3-0-0.

3. Bills to be paid

Cassidy stated there was one bill to be paid, subject to members' review and approval. The Authority received a bill from the Group Insurance Commission in the amount of \$1,027.38.

Motion to approve the bill roll, made by Fuller;
Seconded by Duffy;
Motion carried, 3-0-0.

4. Monthly financial report

Cassidy reported that the monthly account balances for the WRA's Operating and Sign Program accounts as of February 28th were \$80,266.28 and \$18,294.15, respectively.

Motion to accept the monthly financial report, as submitted, made by Duffy;
Seconded by Fuller;
Motion carried, 3-0-0.

5. Correspondence, if any

Cassidy stated that none has been received, but explained that a letter was being delivered to all business owners in the sign/façade target district informing them of the availability of grant and loan funds for facades and signs. Fuller reported that he had delivered most of the letters already and would be hand-delivering the remainder over the next day or two. In cases where the business owner was not the owner of the property, he asked that the information be passed on to the owners as well. Mr. Fuller stated the owner of one business (Performance Music) expressed interest in a sign grant for an awning and that many expressed on-going concern and

frustration with the downtown parking situation (namely lack of enforcement of all-day, on-street parking). He also said he used the opportunity to remind businesses that the City Hall parking lot can be used by the public on weekends and after 4:30 on weekdays, and to inform them of the new wayfinding signage they'll soon see throughout the downtown.

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

Cassidy reported there are no pending applications for grants or loans. There was a potential applicant (434 Main Street) but the sign is ineligible due to its non-conformance with the colors previously authorized for the program (black, white, silver and gold). The sign will have a red element, so staff explained the issue to the potential applicant and asked if he would consider removing the red from the sign so it could be eligible. The owner declined to do so, explaining that he had already order material with that design (website, menus, etc.) and was unwilling to have a sign that differed.

By consensus members agreed to reassess the façade/sign program in a few months, to see if the recently-delivered letters generate additional applicants.

7. Lease of portion of Marlowe Park to BrickYard for 2019 season

Cassidy explained that the WRA was recently contacted by Mr. Nick Leo of The BrickYard restaurant seeking a new Lease Agreement for use of part of Marlowe Park for the 2019 season. Cassidy distributed copies of a revised Agreement that reflected two major amendments: The annual lease payment would increase from \$2,215 to \$3,500, and the lease term would be for 3 years versus the 1-year period that was customary until now. She also stated that she had discussed these changes with Mr. Leo, who in fact had requested the additional 2 years on the term because of the increase in lease payment. He would like the comfort of knowing the lease payment will not increase every year, and that seemed reasonable to her.

Mr. Duffy stated that he is supportive of the draft lease.

Motion to approve the lease as drafted, made by Duffy; there was no second.

Mr. Fuller stated that he is not in favor of increasing the lease payment; he felt that Leo's activities are a great boon to the downtown, providing night-time activity and maybe even spinoff business to other downtown establishments. He also keeps the park looking nice and invests time and money in landscaping.

General discussion ensues about whether to table the matter to the next meeting on April 23rd. Chair Queenin asked Leo if waiting that period of time would be a problem; Leo and Cassidy explained it would delay approval from the Licensing Board which would in turn delay the opening for outdoor dining planned for April 1st.

Motion to approve the lease as drafted except that the proposed lease payment be increased in equal increments each year, escalating by a third for 2019 and resulting in a 2021 lease payment of \$3,500, made by Fuller;
Seconded by Duffy;
Motion carried 3-0.

8. Update on Wayfinding/Branding initiative

Cassidy stated that the Engineering Department performed excellent work on the WRA's behalf, conducting a site visit and proposing specific locations for the new signage via a map/photo collage. The locations for signs were generally identified by the wayfinding committee in January, and Engineering suggested specific pole/pole locations for each sign so identified. Members reviewed the map and Cassidy stated she and Mr. Greg Rheume of the Engineering Department have an appointment to meet with a sign maker to determine details of signage installation requirements so that a specific list of items to include in the bid specifications can be developed. She said it would be ideal if the bid could be advertised during the month of April. Mr. Queenin stated that once a final cost estimate can be developed he would like to pursue funding sources. Cassidy stated she will update members again at the next meeting.

9. New/Other Business

Queenin stated that the WRA's next scheduled meetings are April 23rd and May 28th, 2019.

10. Adjournment

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

Motion to adjourn the March 26, 2019 WRA meeting at approximately 5:30 pm, made by Duffy;
Seconded by Fuller;
Motion carried, 3-0-0.

Meeting adjourned at approximately 5:30.