

**WOBURN REDEVELOPMENT AUTHORITY**  
**APPROVED MINUTES FOR THE JANUARY 22, 2019 MEETING**  
**In the Council Committee Room**  
**10 Common Street, Woburn, MA**

Chairman Queenin called the January 22, 2019 Woburn Redevelopment Authority meeting to order at 5:00 p.m.

**1. Roll call of members**

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

**2. Approval of minutes: November 27, 2018 and December 21, 2018 meetings**

Motion to approve the November 27, 2018 and December 21, 2018 meeting minutes, as submitted, made by Duffy;  
Seconded by Fuller;  
Motion carried, 4-0-0.

**3. Bills to be paid**

Cassidy provided an overview of the bills to be paid, subject to members' review and approval. The Authority received bills from the Group Insurance Commission (FY 2018 administrative fee) and the U.S. Postal Service (annual post office box fee) in the amounts of \$16.00 and \$112.00, respectively.

Motion to approve the bill roll, made by Ryan;  
Seconded by Fuller;  
Motion carried, 4-0-0.

**4. Monthly financial report**

Cassidy reported that the current monthly account balances for the WRA's Operating and Sign Program accounts are \$81,421.66 and \$25,794.15, respectively.

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

**5. Correspondence, if any**

Cassidy stated that there is none to report.

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

Orr reported that there are no updates to provide to the Authority. No applications materials have been submitted nor has any interest been expressed since the November meeting.

Cassidy stated that, given the dearth of new applications, it may be worth considering mailing out introductory letters to potential new business participants who may be interested in the sign/façade program (i.e., those who have not participated in the sign program over the past 5-10 years). Members responded favorably to doing so.

**7. Update on Wayfinding/Branding initiative**

Cassidy provided an overview of the Wayfinding Committee meeting that occurred last week. The Committee discussed the logistics and locations of sign procurement and installation, although the specific types of signs have not yet been selected nor have funding sources been identified. The Committee also explored how to incorporate the signage of fraternal organizations.

Cassidy further stated that her next step is to create a cost estimate for distribution to and consideration by the Committee, based on quotes from a local vendor in Woburn. Once the sign locations are made official over the 2-3 weeks, she will endeavor to schedule another Wayfinding Committee meeting, the purpose of which will be to make final purchasing decisions in order to create a bid.

Cassidy further stated that she anticipates that funding sources will also be identified over the course of the next three (3) weeks.

Queenin asked about how procurement of a kiosk has worked its way into Committee discussion. Fuller responded that there are still considerations of the number of sides for a kiosk to have, which may be determined ultimately by the chosen location.

Cassidy stated that a kiosk location adjacent to City Hall would be ideal, although the Committee must also decide whether to choose a static or digital version (which have a significant difference in pricing). Additional consideration would need to be given to a kiosk location bearing in mind the potential roadway realignment project around the Common and, as such, the ability for the kiosk to be relocated if need be.

Queenin stated that the effort to procure a kiosk would likely need to be separated from the standard signs that are intended to be installed along Main Street.

Fuller stated that it would be ideal to reference the Tanner history in Woburn to achieve something more customized for the City. Cassidy responded that a historic design element may be incorporated into the redesign of the Main Street pocket park.

Queenin stated considerations should be given to the type of digital display, which will be subject to downtown sign ordinances as to the speed of switching between screens and prohibition of flashing lights.

Queenin stated that once the proposal is in place for procuring kiosk/standard wayfinding signage, the Committee will be in a position to make a decision as to what is feasible for funding. It would be helpful to create a “tiered” approach to identify a project “wish list” versus a core list of items that may be purchased more immediately, with installation planned for May or June.

Cassidy stated that she would provide members with all vendor information for sign procurement in the form of a bid for their reference. In addition, she will explore meeting logistics relative to putting this issue before the City Council for their information to discuss the Wayfinding Committee’s work.

#### **8. Update on Main Street pocket park design and funding**

Orr stated that the City is very close to receiving official indication of being accepted into the Commonwealth Places crowdfunding program. Once accepted, the project would appear on a partner organization (Patronicity) website as one to which the general public can donate. Ultimately, up to \$50,000 will be matched by MassDevelopment, and the crowdfunding phase would last for four (4) or five (5) months.

Orr stated that he would share the results of the final design with WRA members.

Queenin stated that it would be ideal to plan some type of press release encouraging members of the public to donate to the pocket park initiative. Cassidy and Orr responded that they would ensure that this takes place.

Cassidy stated that another aspect of this initiative is for the City to be involved in the filming of a video including three (3) prominent individuals who can speak to the importance of the park. This would be done by scheduling interviews over the course of the next few weeks. Staff will be in touch with interested individuals to finalize interview times.

#### **9. New/Other Business**

Queenin stated that the WRA’s next scheduled meetings are February 26, 2019 and March 26, 2019.

Cassidy stated that she will plan to schedule another Wayfinding Committee meeting prior to the WRA’s February 26<sup>th</sup> meeting.

#### **10. Adjournment**

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

Motion to adjourn the January 22, 2019 WRA meeting at 5:21 pm, made by Duffy;  
Seconded by Ryan;  
Motion carried, 4-0-0.

Meeting adjourned at 5:21.

APPROVED