

WOBURN REDEVELOPMENT AUTHORITY
APPROVED MINUTES FOR THE NOVEMBER 27, 2018 MEETING
In the Council Committee Room
10 Common Street, Woburn, MA

Chairman Queenin called the November 27, 2018 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: October 23, 2018 meeting

Motion to approve the October 23, 2018 meeting minutes, as submitted, made by Duffy;
Seconded by Fuller;
Motion carried, 4-0-0.

3. Bills to be Paid

Queenin asked if there were any bills to be paid. Cassidy responded that there is one bill in the amount of \$930.63, payable to the Group Insurance Commission (GIC).

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

4. Monthly financial report

Cassidy stated that the WRA general Operating Account has a current balance of \$81,421.66 and that the Sign Grant Program Account maintains a current balance of \$25,794.15.

Motion to approve the financial report, as submitted, made by Duffy;
Seconded by Ryan;
Motion carried, 4-0-0.

5. Correspondence

Cassidy stated that there is no correspondence to report.

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

Orr stated that there is nothing to report relative to new applications.

Orr further stated that, at the WRA's request, staff contacted Mr. Nick Leo, owner of the Brickyard, to solicit his interest in the WRA's sign and façade improvement program and provide him with the requisite application materials.

Queenin asked about the status of the Brickyard expansion project. Cassidy stated that she would endeavor to obtain updates for members by their next meeting. Fuller added that, based on recent conversations, the property owner intends to move forward with the project through the winter months.

7. Update on parking-related issues in Woburn Center

Cassidy provided an overview of updates relative to the engineering study currently undertaken by World Tech Engineering focused on the reconfiguration of Woburn Center traffic patterns. At this point, informational forms are in the process of being submitted to the state to potentially obtain project funding. She will endeavor to apprise members on any recent design modifications at their next meeting made as a result of new findings and limitations during the re-design process. She will also extend an invitation to the consultants to provide an in-person update to members at an upcoming meeting.

Fuller asked for a clarification of the study timeline. Cassidy responded that the re-design process will take place throughout the winter months. The informational forms referenced earlier will be submitted to the state by January.

8. Update on Wayfinding/Branding initiative

Cassidy provided an overview of the most recent Wayfinding Committee meeting. Attendees specifically determined the locations of signage that would identify the most significant traffic-driving attractions in and around Woburn Center via a map-plotting exercise.

Cassidy stated that Committee's next step would be to finalize such a map in consultation with its wayfinding/branding consultant to ensure that it is comprehensive. She would recommend foregoing December's WRA meeting in lieu of holding a wayfinding meeting, to be held in December or January (prior to the WRA's January 2019 meeting).

Fuller stated that he recently had a conversation with the Historical Commission regarding erecting signage that reflects the "Museum in the Street" model he discovered in another community, and they would be pleased to take part in such an initiative in concert with the wayfinding project.

Queenin stated that the Wayfinding Committee should agree to setting some type of deadline to ensure that the signs are installed at some point in spring 2019, although he is unsure of how the logistics would be formalized. Cassidy responded that it would take no more than a couple of weeks to put together a bid on this matter once sign types/locations are decided upon, and she would share a proposal once that stage is reached.

Queenin stated that the Committee should move forward with the anticipation that it will receive funding and obtain any required approvals from the Mayor and the Council. More expensive elements, such as information kiosks, should be procured at a later time.

Cassidy stated that the Wayfinding Committee can offer assistance to the Historical Commission, as they may need, relative to signage. Fuller responded that most of the research and potential sign text has largely been completed, although this should be considered a separate effort from the larger wayfinding project.

Queenin stated that he would prefer that the effort to procure wayfinding signs is separate from efforts to procure kiosks. Cassidy responded that a separate RFP for signs vs. kiosks is possible. There has been progress at the Wayfinding Committee meeting regarding what the kiosk will look like (i.e., preference for being three-sided). However, further research will need to be conducted to determine whether an electronic version will be worth the cost to City.

Queenin stated that his preference would be to hold another Wayfinding Committee meeting prior to the Christmas holiday. Cassidy responded that she would endeavor to schedule a meeting via Doodle poll and invite the Mayor for the opportunity to be involved in final decision-making.

Fuller stated that it may be that the next meeting of the Wayfinding Committee is focused on coming to a final decision on sign locations, with final decisions relative to sign content to follow at a later meeting.

Cassidy stated that she will also endeavor to finalize a timeline for the procurement and sign installation process.

Queenin stated that, based on conversation this evening, the WRA not be holding its December 11, 2018 meeting. The next formal meeting of the WRA will take place on January 22, 2019.

9. Adjournment

Motion to adjourn the meeting, at 5:20 pm, made by Duffy;
Seconded by Fuller;
Motion carried, 4-0-0.

The meeting adjourned at 5:20 pm.