

Cambridge Economic Development Advisory Committee (CEDAC) November 2016 Meeting Minutes

Date: November 22, 2016, 6:00 p.m.

Location: Varnum Library

Present: Justin Marsh, Mark Delaney, Fonda Ripley, Adam Howard, Ron Elliot. Guests: Laird MacDowell, Jeff Spring.

- **Business**

- October meeting minutes (passed 5-0)
- 2017 CEDAC funding request submitted to Finance Committee: See attachments.
- CEDAC 2016 recommendations to select board, 11/21
 - Shared recommendation #1. Selectboard took it under consideration. Given the new bridge, they will likely take their time before moving forward. Things need to shake out. May need future consideration. Agree we will revisit the issue at our January 24th meeting.
 - RE the industrial park lots. Selectboard heard our recommendation and is concerned about act 250. Board will check with Tom Wawrceniak.
 - Third recommendation was for the board to establish a trail committee. They've done it.
 - Fourth was for the town to create a part time Community Coordinator position (part time). Shared draft job description. Feedback was that they don't have the juice to put it in the budget and let the taxpayers decide.
- December meeting? No, Two meetings in January: the 3rd and the 24th.

- **Rail Trail**

- Update on website/page (Mark Delaney): On target for January.
- Rail Trail promotion event (Smuggs; Jeff Spring) briefed us on the latest for the event. Looking like we'll support a bike-a-thon. Jeff hopes we do it Memorial Day. "Could we run it a different day than the Marathon?" Group agrees it should be the day before. May 27 "working date." Questions about insurance. Fonda agreed to ask the town. Discussion on splitting proceeds between a veteran's group and a rail trail associated group. Discussion of where to start it. The bridge might be out (uh, oh Bo!). Junction Trailhead, consensus says, is the "working trailhead" for the event. Also discussed more granular details. Adam asks about the proceeds. Discussion. Howie will share P&L Backcountry and Rotary do for the Barn Bash. Agree all proceeds will go to NPOs.
- Laird McDowell briefs the committee on the newly established Cambridge Rail Trail Committee
- Update on digital promotion ad for rail trail (Adam Howard): Howie briefed group on talk with Gannet on Google ad words and Facebook campaign tied to our website. Idea is we could spend the money in FY 16 and begin the campaign in the Spring of 17. Fonda will look into whether or not the needed budget must be spent by December 31st.
- CEDAC funds to support crossing option 1? Mark: Not ready for prime time. Tabled.
- CEDAC funds to support LVRT map in SNACC kiosk at Mobil: SNACC needs to provide details.

Adam Howard motions that if we need to spend the remaining town allocated budget by December 31st, 2016 that we do so and that not more than \$400 go toward the LVRT map in the SNACC kiosk at the Mobil and the remainder go toward a digital marketing campaign to support tourism on the Rail Trail.

Ron seconds

Passes (5-0)

Mark motions to adjourn at 8:02. Ron seconds. Passes (5-0)

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