

Hamilton Development Corporation
August 5, 2015

The Hamilton Development Corporation met at Hamilton Town Hall at 7:30 a.m. on Wednesday, August 5, 2015 with Rick Mitchell, Bill Gisness, Brian Stein, Anthony Nickas present. Consultant Rachel Meketon, DPW Director Bill Redford, and LWV President Carin Kale also present.

Call to order

Brian Stein called the HDC meeting to order at 7:30 a.m.

Warrant for Bills

There was no warrant.

Regional Tourism and Hamilton's Business District

Ann Marie Casey, Exec. Director of the North of Boston Convention & Visitor's Bureau

Discussion ensued about regional tourism council (membership organization) that devises marketing campaigns to market the state to leisure visitors and group travel domestically and internationally (i.e., hotels, restaurants, shops, museums, beaches, golf courses, etc.) In Massachusetts tourism generates \$18.5 billion annually and supports 129,000 jobs in the Commonwealth. The council is funded by membership, advertising, participation in events, cooperative opportunities as well as state budget funds.

Casey referred to the 350,000 visitors that come every year to the tourism center in Salisbury. She recommended Hamilton supply photographs of the Town to the council that could be used in the tourism brochures and visitor guide. Also mentioned was the potential impact on local economy (i.e., meals tax revenue). Discussion was on how the Town could work with council to focus marketing support relative to business strategy and branding Hamilton through publicity or advertising in publications (i.e., quarterly newsletter, brochure and visitor guide) and online sites. The council could provide guidance with marketing, educational networking, and \$4,000 mini-grants available for local assistance. Casey left a price list with the HDC for advertising costs. She noted that local businesses are encouraged to work together to promote their organizations. She offered to provide clarity on economic development numbers and expressed interest in meeting with HW merchants association to discuss how they could pool resources for marketing, and/or apply for a grant. Discussion addressed how polo is one of the strongest draws for tourism in the community as is the Patton Homestead museum.

2015-16 Annual Plan

Discussion was on draft plan and inclusion of further investigation on wastewater infrastructure for a downtown area as part of redevelopment of Willow Street property, and other potential downtown development as well as policy and procedures work that HDC is doing. Discussion was with Rachel Meketon about her superior work product and where it will be located and available to the HDC when she leaves the job at the end of the month (August 28) to attend graduate school for urban planning. Meketon has stored all the documents she created in an electronic folder called "Downtown Business". She recommended contacting the IT staff about access for HDC. Meketon will download HDC folder information to a thumb drive for the Corporation to use.

Bequest to the Town

Also addressed was letter Meketon had written on Stein's behalf to the Board of Selectmen about bequest of \$6,500 from meals tax revenue to the Town with suggestions for spending: branding/marketing for business district/general downtown, business district signage, parking signage, planters, trash receptacles, crosswalks, sidewalks, street lights. Timeless Interiors has expressed interest in signage for Railroad Avenue businesses on Bay Road where the land at the beginning of Railroad Avenue is owned by bank so that organization would have to be contacted. It was noted that business owner Richard Lappin is interested in doing more development in Hamilton.

Business District Design Guidelines and Zoning

Discussion ensued about Director of Planning and Inspections Patrick Reffett presenting update to zoning by-law relative to adding language for mixed use. Town Counsel Donna Brewer has defined compatible uses and best wording to alleviate issue such as potential for apartment upstairs at a gas station. Also noted was if there were situations where a residential space could be located on a first floor the ZBA would have to approve an exemption. Design guidelines were also mentioned to BOS. The ULI report is close to being published.

Mitchell moved to adjourn the meeting at 8:38a.m. Gisness seconded the motion. VOTE: Unanimous.

Respectfully submitted by Jane Dooley, Minutes Secretary

ATTEST: _____
Brian Stein, President