

EMERY REUSE ADVISORY COMMITTEE
RECORD OF MINUTES AND PROCEEDINGS
TUESDAY, May 9, 2017

Present: David Donahue
Stanley Benulis
Barbara Cellucci
Beth Morley
Patrick Angland, Jr.
Ken DiFazio
John Deady
Jodi Purdy-Quinlan
Dorothy Chase

Not Present: Cathy Torrey
Ken Ryder
John Dwyer, Jr.
Sachin Suryawanshi
Brian Leonard

Staff: Nick Bulens, Administrative Services Coordinator

Recording Secretary: Janet Murray

The Emery Reuse Committee meeting was called to order by Vice-Chair David Donahue at 7:10 PM.

Markup of Working Group B's (House Only) Draft Business Plan

Beth Morley presented the draft business plan. There was discussion regarding the following portions of the plan:

- Business Opportunity
 - Events Venue
 - Arts and Humanities Center
- Strategy
 - Keys to Success
 - Management Options
- Operations
 - Immediate Needs, Priority Needs, and Future Needs
 - Potential Pitfalls
 - Product Availability (phased rollout)
 - Potential Partnerships
 - Marketing
- Finance
 - Passive Income (cellular antenna, solar tiles, fundraising, membership program, and grants)

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- Active Income (sponsored events, hosted events)
- Costs
- Appendices
 - Tables and Charts
 - Other Models Considered
 - Good Neighbor Suggestions
 - Marketing Plans

John Deady asked if the approximate 2 to 2 ½ acres of land proposed to be subdivided could be carved out and then sold with restrictions on the land to the town's benefit. Nick Bulens stated that if the committee could put the exact question in writing, he would forward the inquiry to the Town Solicitor and report back with an answer.

Beth Morley asked if the work to be done on the Emery Estate could/would be done concurrently with the work on King Oak Hill Park. There was discussion among the members. Although having the work done concurrently is preferred, it is beyond the scope of the business plan.

Dorothy Chase noted that she had walked the property of multiple occasions and the trees blocking the view are all on the Emery property.

It was agreed to remove language under Potential Pitfalls relating to neighbors and parking. It was determined that a concise statement could be included in the business plan, noting that design of the project should take into consideration any potential neighborhood concerns.

Regarding a marketing plan and website domain name, it was determined that these elements should be left to the non-profit organization to determine.

Ken DiFazio stated that they should add a section for fixed costs, one-time capital costs, and a comparison of estimated revenue and operating costs.

Stan Benulis agreed to develop a list of the building's needs based on what will be required to bring the structure up to code as an assembly/function-type facility.

David Donahue agreed to create a spreadsheet of general costs for the interior of the building.

Next Meeting

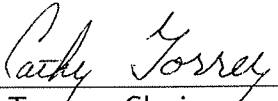
The next meeting will be held on 5/16/17 at 7pm at the Abigail Adams Intermediate School Library.

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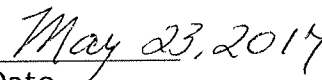
Adjournment

A motion was made to adjourn at 8:45 pm and was seconded. UNANIMOUSLY VOTED.

Approved:



Cathy Torrey, Chair



Date