

# MARKETSTREET ADVISORY COMMITTEE

---

TOWN OF LYNNFIELD, MA - ESTABLISHED JUNE 1, 2017

Updated June 28, 2018

# Overview

- MarketStreet Advisory Committee (MSAC) Mission, Responsibilities and Function
- Process
- Opportunities and Subcommittees
- Progress to Date
- Benefits

# MarketStreet Advisory Committee (MSAC)

## MISSION STATEMENT

The mission of the MarketStreet Advisory Committee is to establish a means of effective and ongoing communication for Lynnfield residents, Town of Lynnfield representatives and WS Development and National Development, the firms that manage and own MarketStreet Lynnfield. The result of this communication will lead to better collaboration and a strengthened partnership between all parties involved with MarketStreet Lynnfield. This Committee will play a critical role in making sure MarketStreet Lynnfield is a success for the Town of Lynnfield now and in the future.

## RESPONSIBILITIES AND FUNCTION

The MarketStreet Advisory Committee will consider and advise on issues and concerns regarding the MarketStreet Lynnfield development. The Committee will meet regularly to discuss issues and concerns brought to the attention of the Committee. The MarketStreet Advisory Committee is to appear regularly before the Board of Selectmen to update and advise the Board and Town of Lynnfield on issues and concerns regarding MarketStreet Lynnfield.

## COMPLIANCE WITH STATE AND LOCAL LAW

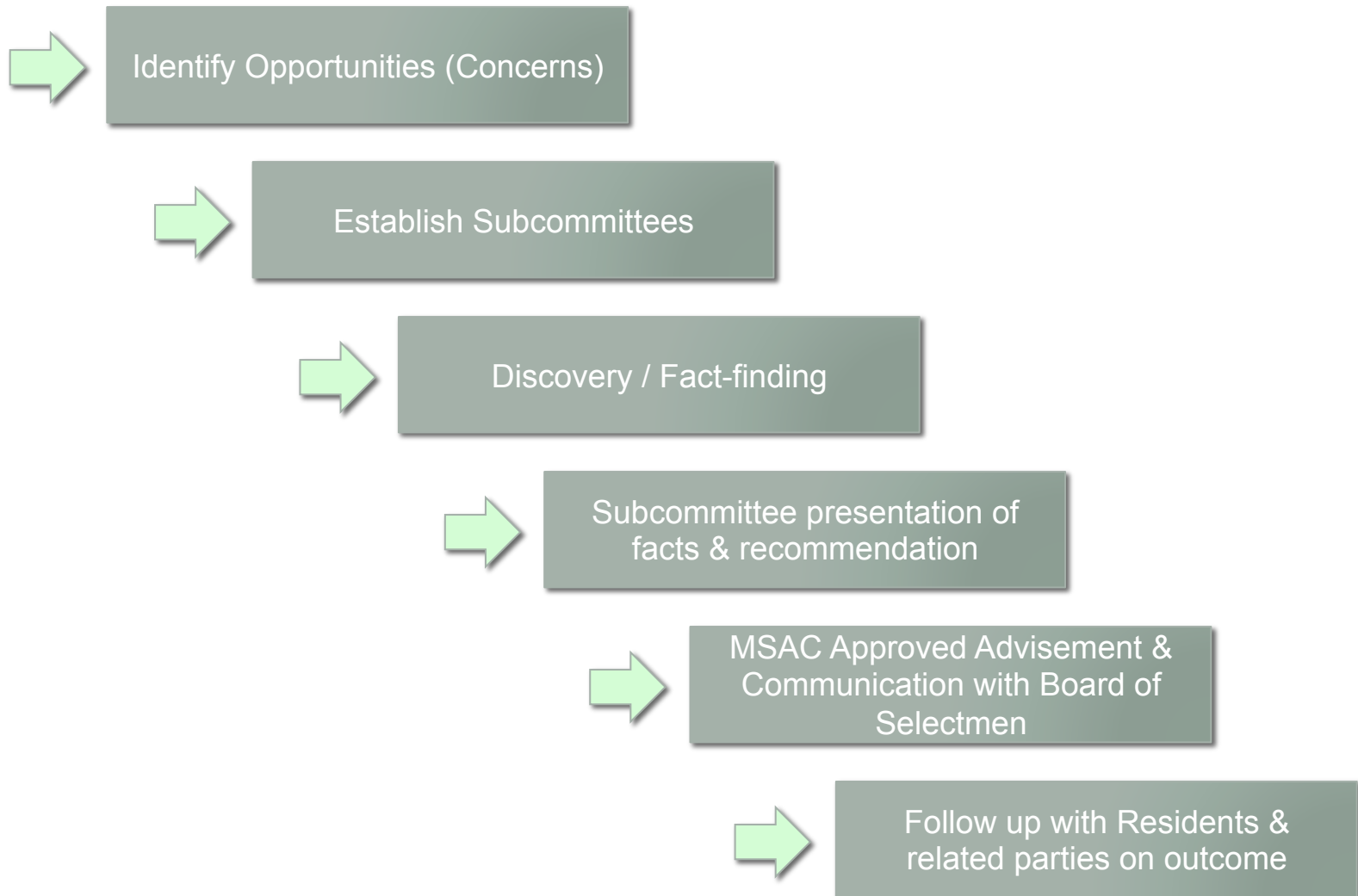
The MarketStreet Advisory Committee is responsible for conducting its activities in a manner that is in compliance with all relevant State and Local Laws and regulations including, but not limited to the Open Meeting Law, Public Records Law and Conflict of Interest Law.

*From Wikipedia, the free encyclopedia*

Advisory Board:

An advisory board is a body that provides non-binding strategic advice to the management of a corporation, organization, or foundation.

# MSAC Process



# MSAC Opportunities & Subcommittees

OPPORTUNITY	SUBCOMMITTEE
Berm Improvement and Compliance	Brian Charville, Coordinator. Paula Parziale, Taidgh McClory.
Traffic Improvement	Chief Dave Breen, Coordinator. Jocelyn Fleming.
Noise Management Improvement	Paula Parziale, Coordinator. Anne Mitchell.
Updating on the development of building 1350	Brian Charville, Coordinator. John Gioioso.
Advisement on potential development of Theater & Parking Structure	All MSAC members. *Sal Yerardi, Coordinator for Parking Structure
Advisement on Parking	Sal Yerardi, Coordinator.
Advisement on Financial Impact	Gene Covino, Coordinator, Wally McKenzie, Philip Doucette.

# MSAC Meeting Summary

Meeting Date	Accomplishments
June 1, 2017	Members sworn in, officers elected and introduction by Selectman Dalton to historical areas of concern.
June 15, 2017	Introduction to National Development & WS Development. MarketStreet Concerns Identified.
June 28, 2017	Subcommittees established & discovery process is to begin.
July 27, 2017	Best practices on communications with National Development and WS Development moving forward. Subcommittees provide update on discovery.
August 24, 2017	Development of document capturing resident feedback. Drafting of press release inviting residents to share feedback on berm and noise issues. Subcommittees provide update on discovery.

# MSAC Meeting Summary

Meeting Date	Accomplishments
September 14, 2017	Public forum - Lynnfield residents to share feedback on the berm and noise.
September 28, 2017	All Subcommittees provide update on discovery process.
October 26, 2017	Berm and Noise Subcommittees share a summary of their discovery findings and recommendations. Motion to adopt advisement carries.
November 30, 2017	MSAC welcomes National Development to recap the progress made in 2017.
February 8, 2018	Finance Subcommittee shares a summary of their discovery findings and recommendations. Motion to adopt advisement carries.
February 22, 2018	National Development shares presentation on theatre/cinema concept.

# MSAC Meeting Summary

Meeting Date	Accomplishments
March 8, 2018	MSAC discussion on theatre/cinema presentation.
March 22, 2018	National Development shares MarketStreet Cinema Preliminary Zoning Approach. Public forum – residents share feedback on traffic and parking. Traffic and Parking Subcommittees share discovery findings to date.
April 4, 2018	Confirm topics requiring further evaluation to provide a sound assessment on a potential theater proposal. Confirm discovery action items relative to those topics. Confirm meeting schedule with the end goal of providing a summary report to the Board of Selectmen by June 30 <sup>th</sup> .



# MSAC Meeting Summary

Meeting Date	Accomplishments
April 26, 2018	National Development presents on topics related to a potential theater proposal including Building Design, Financial Impact & Viability, Theater Experience, Parking and Parking Structure.
May 10, 2018	National Development presents on topics related to a potential theater proposal including traffic and public safety. Theater advisement framework is established.
May 24, 2018	Parking subcommittee shares final report on discovery findings and advisement. Motion to adopt parking advisement carries. Public forum - residents to share feedback on potential for theater proposal.
June 7, 2018	Traffic subcommittee shares final report on discovery findings and advisement. Motion to adopt traffic advisement carries. Finance Committee shares feedback on potential for a theater proposal.

# MSAC Meeting Summary

Meeting Date	Accomplishments
June 28, 2018	Motion to adopt advisements relative to a potential theater proposal carries. Motion to adopt Advisement Summary carries.

# Benefits of MSAC

- ✓ Served as a sounding board for residents to share their feedback and concerns relative to MarketStreet.
- ✓ Provided WS Development and National Development a means of obtaining feedback and concerns from residents while also affording WS Development and National Development the ability to effectively and efficiently communicate their responses to residents.
- ✓ Provided National Development a vehicle to communicate changes and future plans/projects to the community.
- ✓ Offered Selectmen advisement on issues of concern to the community and/or issues raised by National Development/WS Development. Advisement will be based on feedback from all parties and research into the issues/concerns.