

## **Market Street Advisory Committee (MSAC)**

### **Meeting Minutes**

**June 15, 2017**

**7:00 PM – 8:30 PM**

**Al Merritt Center – 600 Market Street**

### **NEXT MEETING: WEDNESDAY JUNE 28 AT 7:00 PM: MERRITT ROOM**

1. Chairperson Bayer, calls meeting to order
2. Agenda review, meeting goals and expectations
  - a. New seating configuration
  - b. Let's just get acquainted – no opportunities or concerns
  - c. Clear path to achieve advisement
  - d. Request for public contact information is now by entrance to every meeting
3. Chairperson Bayer welcomes National Development and WS Development
  - a. MSAC overview and member introduction
    - i. MSAC mission statement read aloud
    - ii. Members introduced themselves and stated favorite Market Street business
  - b. National Development and WS Development overview and introductions
    - i. Ted Tye, Managing Partner, National Development
      1. 30+ years
      2. Likes the idea of MSAC. Not aware of committees like MSAC at other properties
      3. Market Street is an amenity to Lynnfield – Town Center feel
      4. Lifestyle/ retail = good fit for Market Street
      5. Important to understand mix of tenants for success as things change over time
      6. Wants Market Street to be successful
    - ii. Doug Straus, Senior Vice President, National Development
      1. 17 years
      2. Development role/ leasing coordination (Apartments)
      3. Important to keep what people like
    - iii. Nanci Horn, GM of Market Street Lynnfield, WS Development
      1. Joined WS Development 10 weeks before opening of Market Street
      2. Operations, Management and Leasing – Day to Day Operations
      3. 4 person team (2 Marketing, 1 Operations (Brian Paglia) and 1 Security) - remaining services mainly outsourced
      4. 40 dog friendly stores at Market Street
      5. Over 100 events annually at Market Street
  - c. Confirmation of best practices in maintaining ongoing dialogue
    - i. Any committee communications should be directed to all 3 individuals
    - ii. Any operational/ day to day communications should be directed to Nanci

- d. Updates from Mr. Tye:
  - i. Building 1350
    - 1. Construction will begin in the fall. Currently out for design
  - ii. Berm
    - 1. Need to keep planting conditions alive
    - 2. Should be in process
    - 3. Additional tree planting with Building 1350
  - iii. Garage & Theatre
    - 1. Does not plan to bring to meeting in October. Probably Spring 2018
    - 2. Wants to discuss with MSAC
    - 3. There is no garage if there is not a theatre
    - 4. 3 Issues: traffic, parking and design
- e. MSAC questions/comments to Mr. Tye
  - i. Mr. Gioioso asked re: Safety – are there plans in place? Nanci stated safety is discussed with Police
  - ii. Mr. Ferullo stated noise and light pollution should be added to Mr. Tye's 3 issues
- 4. Vote on minutes from 6/1/17 meeting
  - a. Mr. McKenzie requested addition to 5cvi – “if National Development proposes the theatre in October, it will be the 5<sup>th</sup> time they come back”
  - b. Minutes unanimously approved
- 5. MSAC Opportunities and Outcomes
  - a. Introduction to MSAC Opportunities and Outcomes document presented by Ms. Bayer
  - b. Confirm Opportunities and Concerns to date are accurately recorded
    - i. There are 2 buckets: Improvements and Advisements
      - 1. Improvements
        - a. Berm
        - b. Traffic
        - c. Noise
      - 2. Advisements
        - a. Building 1350
        - b. Garage façade
        - c. Theatre
        - d. Financial Impact
  - c. Establish MSAC Coordinators and Support Teams
    - 1. Berm
      - a. Coordinator – B. Charville
      - b. Support – P. Parziale and T. McClory
    - 2. Traffic
      - a. Coordinator – D. Breen
      - b. Support – J. Fleming and S. Yerardi
    - 3. Noise
      - a. Coordinator – P. Parziale
      - b. Support – A. Mitchell
    - 4. Building 1350
      - a. Coordinator – B. Charville
      - b. Support – J. Gioioso

- 5. Garage façade
    - a. Coordinator – S. Yerardi
    - b. Support – B. Charville
  - 6. Theatre
    - a. Coordinator – T. McClory
    - b. Support – A. Ferullo, B. Charville and A. Mitchell
  - 7. Financial Impact
    - a. Coordinator – G. Covino
    - b. Support – W. McKenzie and P. Doucette
- d. Set expectation for Coordinators and Support Teams for next meeting
  - i. List concerns
  - ii. Begin Fact Finding and Data Collection
- 6. Other Business
  - a. Due to the upcoming holiday, the next meeting will be on Wednesday, June 28<sup>th</sup> at 7:00 in the Al Merritt Center
  - b. Mr. Gioioso would like discussions if Public Safety should be added to MSAC Opportunities and Outcomes document
  - c. Mr. Doucette is wondering how can we inform more people about MSAC?
    - i. Social Media
      - 1. Facebook and Webpage
    - ii. Newspaper
    - iii. Word of Mouth
  - d. Create press release draft for Newspapers for townspeople re: MSAC
- 7. Public Comment Period
  - a. Ms. Beverly Merritt:
    - i. Are meetings televised? MSAC does not currently have the resources. Only Selectmen Meetings and School Committee Meetings are televised.
    - ii. Would televised meetings for MSAC be in the budget for Market Street?
    - iii. Suggested meeting schedule be posted months in advance
  - b. Mr. Joe DeMaina, Alexandra Road:
    - i. Design Standards – who has authority to enforce them? Who can you talk to about them?
    - ii. Interests in Subjects – meetings should focus on 1 item, not many topics
  - c. Mr. Dave Moynihan, Walnut Street:
    - i. Concerns of abutters are different than that of other residents
    - ii. 1350 Building – few issues - lighting, signage, hours of operation
    - iii. Landscapers are working at 5:30 AM
    - iv. Quieter during summer due to leaves on trees
    - v. Patrons are sitting in their cars at CPK and lights are shining into his home
    - vi. Berm
  - d. Mr. Dave Miller:
    - i. Should have discussions with Planning Board
    - ii. Speak with people regarding issues

- iii. Funding for group should be discussed with Mr. Dalton
- e. Mr. David Basile, Fernway:
  - i. Warnings regarding language and intent
  - ii. In “shock” parking garage is tied to theatre
  - iii. Handicapped parking and medical building parking
  - iv. Met with MWRA to discuss water
  - v. Important to understand the difference between Shall and Should language

## 8. Adjourn