

Economic Development Subcommittee

July 30, 2020

6:00 PM

MINUTES

Members Present: Councilors Melanie Hamblen, Glenn Jones, Andrew Bissanti, Eamon McCarthy Earls

Town staff also in attendance: Town Administrator Jamie Hellen, Chrissy Whelton - Assistant to the Town Administrator, Bryan Taberner - Director of Planning and Community Development, Anne Marie Tracey - Marketing & Communications Coordinator, Alecia Alleyne - Administrative Assistant

Other Attendees: Joe Halligan, Lisa Piana

Councilor Hamblen called the meeting to order at 6:01 PM

1. Reopening Phase 3 Discussion:

- a. Town Administrator Jamie Hellen informed the public of the expanded services the Town is now offering to the community. Inspectional services in the Fire, Building, and Assessor's departments have resumed full service with precautions in place to adhere to protocols advised by the CDC and local health officials to help prevent the spread of COVID-19.
- b. The drive through window at the Town Hall still remains open for members of the public, residents are still prohibited from entering any municipal buildings but the Town Hall is now offering assistance by appointment only to residents in need.
- c. Franklin has done exceptionally well in reducing COVID cases in the Town since we have transitioned into phase 3 of reopening. Active cases in the past month have remained under 10 people, at one point the Town had zero active cases.
- d. The Town continues to receive applications for outdoor seating for local residents that are in the process of opening for outdoor seating.

2. Market Analysis & Market Position Presentation Discussion:

- a. The Metropolitan Area Planning Council (MAPC) has completed the Town of Franklin Market study, this has been a project underway for the past year.
- b. MAPC used many methods to collect this data including round tables, outreach, and research with residents, businesses, students and staff from Dean College. There were four main focus areas of the study; Downtown Franklin, the Mixed Business Innovation District, Franklin Crossing and the Franklin Cultural District.
- c. This in-depth study has resulted in a list of recommendations for the Town to Franklin to help pinpoint areas of improvement.
- d. The recommendations were as follows:
 - i. Business Attraction and Expansion

1. Mr. Halligan Discussed the importance of getting people who work in Franklin (but don't live here) to stay in Town and spend money at restaurants and other businesses.
- ii. Digital Marketing
 1. Hiring a marketing and communications coordinator (Anne Marie Tracey) was the Town's first major step in improving communication outlets to residents to better inform the public of the many events and opportunities offered in Town.
- iii. Promoting Existing Cultural, Open Space, and Recreation Amenities
 1. Councilor Hamblen mentioned the possibility of investing in wayfinding signs for the Town so people who are not familiar with the attractions in Town will have a guide to highlight the many local attractions.
- iv. Planning Processes, Incentives, and Marketing
- v. Review of Zoning, Permitting Procedures, and Regulatory Laws
- vi. Multi-Modal Transportation System Expansion
 1. There was a constant desire for better transportation to and from the Town. Transportation improvements are needed but this is an issue that the State has a large control over.
- vii. Public Realm Attraction
- viii. Town Commercial District Improvements
- ix. Franklin Industrial Areas
- x. Business and Consumer Outreach
- xi. Tourism and Event Attractions
 1. Councilor Jones suggested creating brochures that highlight local attractions and businesses that would be available for residents to grab when they visit municipal buildings and areas.

Meeting Adjourned at 7:27 PM