

**Minutes from Downtown 2020 Committee Meeting December 28, 2012
Room # 309 at 11:00 AM**

In Attendance: Lou Gagliano (chair), and Robert Jacobs

Absent: Dan Kail, Gerry Kagan, Ken Bernhard, Craig Rebecca Schiavone, and Valerie Smith-Malin

Summary of Minutes

The sole purpose of the meeting was to interview by phone Regina Belz Armstrong, principal Economist of Urbanomics the economic consultant to the Buckhurst, Fish and Jacquemart team.

1. No minutes from pervious meetings were reviewed.
2. Discussed her work plan to help guide the issues of downtown development review. Would review spending patterns of members of the community in comparison to overall spending for such individuals looking for lost opportunities.
3. Compare these retail opportunities (point #2), to the present and proposed projects to determine the gaps for downtown development considerations.
4. Also would be looking at demographic trends both presently and projected in terms of the related impact on downtown development.
5. Members made it clear that the orientation of development was community expansions of opportunities and priorities and not to become a regional shopping center.
6. She has experience in parking economics, rate impact as to retail turnover improvements.

7. Mentioned the use of a surveying technique, online, called survey monkey to easily obtain community input.

8. Members stressed need for actionable conclusions/projects with thoughts on how these could be implemented including organizational thoughts.

9. She will provide three references for our review.

10. Meeting adjourned at 11:50 AM.