

**Revenue Enhancement Task Force
Approved Meeting Minutes
June 10, 2008 – Selectmen’s Meeting Rom (Dlott)**

Attendees:

Joshua Ostroff, Rich Sidney, Scott Laughlin, Paul Joseph, Michael Foilb
Also attending: Michael Young, Deputy Town Administrator

Meeting called to order at 7:07 pm by Joshua Ostroff, Chair

1. Minutes from May 21, 2008

- Scott Laughlin moved to approve; Seconded by Michael Foilb
Passed: 5-0-0

2. Facilities rental update – report to include rental policies; based on current high demand, unlikely source of incremental revenue.

3. Fee study update – presented by Michael Young, Deputy Town Administrator

- Comprehensive fee analysis being conducted by outside consultant of comparables in area ; due back to sr. staff on June 24, 2008
 - Everything is Local Receipts (incl. excise, hotel/motel), with exception of Library fees – amounts to about 3-5% of budget,
 - School fees are also included (e.g., bus, athletic, rental, custodial, etc.)
 - Note: report excludes investment income
- Natick developing internal revenue model, breaking out every line of revenue
- Expected turnaround in July for public viewing (exact date TBD)

4. Administrative feedback on draft report

a. Town – presented by Michael Young

- A: Some services likely prohibited by Mass General Laws (b/c of status as municipality);
 1. Parking – Town had a meeting about 1 month ago; still in progress. Current parking meters fit within the existing meter heads.
 2. – 5. DPW services (roads) - not likely; Trash/recycling – possibly; Plowing – not likely because of strained resources
 6. Mulch - possibly
 7. Municipal energy – legislation not completely done at State level to allow municipalities to deliver their own energy (then, range needs to be determined ...transmission only or actual generation)
 8. Cell tower – no opinion one way or the other; policy and community decision. From Michael’s past experience, tower revenue can range from \$12,000-\$40,000 per tower per yr. – task force to follow-up with planning board on this item
 9. Town cannot legally sell to another Town
 10. Question about GPS – Town requested further clarification; depends on the infrastructure, capacity, and priority given to Natick and EMS.

- B: Grant proposal being put together for Sr. Center. Also looking for dam, park, and bridge in S. Natick as well as grant for Springvale Well. Discussion about process for applying for grants, whether planned training for maximizing Town's ability to apply for grants, etc.
- C: Sponsorship/Advertising: Community discussion/decision. Assumption that there would be a bidding process. School property vs. town property issue – perhaps a joint commission. Will require awareness and sensitivity of terms/obligations to existing named fields/property.
 1. Affinity credit cards vs. naming rights depends on scope
 - 2-4. Ads on website – good example of small items with published menu of fees
 5. Licensing of names/trademarks – interesting, worth further investigation
- D: Taxes: Suggestion for report for Administration to do review of process and gaps
 1. Ensuring enforcement –
 2. Local Option Taxes – local government at will of State...this is a difficult one.
 3. Assessment -
 4. Split taxes will not generate more taxes in near-term; risk of equity/fairness, especially facing future tax overrides
- F: Economic development, ties into branding (item C5) – Scope will depend on which entities get involved...a policy decision.
 - NLC, Sister City programs – cultural exchange, CAN lead to economic development – perhaps next step is a study committee to explore this
 - Staff had question about
- G: Covered in prior section, the use of town assets

b. School – To Be Gathered

5. **Priority areas for follow-up** – Topic for next RETF meeting; goal to be on Selectmen's agenda for end of August.

6. **Public input process** – Suggestion that we recommend to BoS that Natick either a standing process and/or community forum for airing the activity of the committee. Perhaps airing a presentation on Pegasus.

7. **Task force vacancy** – Please contact the Selectmen within the next week if you or someone you know is interested in filling the existing vacancy on the task force.

8. **Other business – none**

Motion to adjourn made by Richard Sidney. Second by Scott Laughlin. **Passed 5-0-0**