



“working collaboratively to bolster the vitality of Downtown Hudson”



**Hudson Business Association
October 5, 2009 at Yates Law Offices
Minutes**

Founding Member Arthur Redding called the meeting to order at 4:08 PM.

1. Introductions of members and guests present

Members consisted of Arthur Redding, Kristin Lembo, Carl Lembo, Lizette Frias, Jaclyn Bonica, Michael Murphy, Mark OConnell, Chuck Randall, DJ Collins and Christopher Yates. Guests present were Jim McGowan, from McGowan Financial, and Kenneth Fries, from RK Associates.

2. Arthur Redding introduces guest speaker, Kenneth Fries, RK Associates

Kenneth began his presentation explaining his background of development and leasing projects where he has negotiated over one million square feet retail space. He has extensive knowledge on what type of spaces larger chains require and what chains make exceptional anchor stores which can draw more business for the community.

Kenneth stressed the importance of the group understanding the disadvantages of the Hudson Downtown setup and working within those limitations. He suggested a few aspects that we need to focus on: tax incentives for downtown business, addressing the traffic problem and create an overall marketing campaign, similar to how the Town of Newburyport has based their success on. He strongly recommends establishing a Master Plan in order to implement the overall rebuilding plan. Also, he mentioned the possibly finding an Urban Educator to work as an advocate for the town.

3. Vote to accept minutes from September 14, 2009 meeting.

Vote: Motion made to accept minutes from the September 14 meeting by Mark OConnell. Seconded by Lizette Frias. The motion passed unanimously.

4. Treasurer's report

Chuck Randall covered the Treasure's report.

5. Update on communications and advertising

Kristin Lembo and DJ Collins continue to work with the social networking and print advertising. A request was made to DJ Collins to try to keep the Action Unlimited Center Page as full as possible with members advertisements.

6. Old Business

Recap of up-coming or proposed events and the role of the Hudson Business Association, known thereafter as HBA:

- Pumpkin Fest – Saturday, Oct. 17, 3:30-8:30 – volunteers still needed.
- Downtown Trick or Treat – Thursday, Oct. 29, 4-6 – DJ Collins will check with the Assabet Valley Chamber of Commerce to make certain that merchants are spread throughout the

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Main Street to eliminate any empty spots. "Buy Local" balloons will be distributed to all the Members businesses.

- Downtown Stroll – Friday, Dec. 4, - Lori Burton continues to collect Participation Forms. DJ Collins will send a reminder email. Kristin Lembo is working on the "Home Party" businesses to have a Hudson Market Place

- State Rep. Kate Hogan - invites the Hudson Business Association along with the community to a presentation by Charlie Murphy, House, Ways, & Means Chairman, on the current Economy. The event will be held Nov. 9, 7:30pm at Hudson Appliance Center's Community Room.

7. New Business

The suggestion, from Kenneth Fries during his presentation, was made to reevaluate or update the current Master Plan. Michelle Ciccolo will need to be notified and a time setup to review the plan.

Next meeting: November 2 – Victor's 50's Diner, 19 Washington Street – 4:00pm

Additional Up-coming Meetings:

Nov 30 – Avidia, 42 Main Street – 4:00pm (replaces December Meeting)

The meeting was adjourned at 5:35PM.

Minutes taken by Carl Lembo and submitted/reviewed by DJ Collins.