

Economic Development Committee
Monday, 27 November 2017 Meeting
9:00 am

Attendees: Chair, Jim Patacchiola
Richard Maki
TA, Ross Perry

Vice Chair, Mike Pineo
BOS, Maureen Cranson
Treasurer, Brian Kindorf
Secretary, Rosanne Mapp

Guest: Lex Thomas

Non-attendees: Paul Cathcart

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JAN 30 2018

TOWN OF STERLING
TOWN CLERK

Call to Order: 9:02 am

Minutes of 16 October 2017 meeting accepted as written.

Motion R Mapp 1st. R Maki 2nd B. Kindorf All in Favor

Guest Speaker, Lex Thomas "Why Sterling"?

Lex gave a presentation specifying her plan, timeline and process to assist the EDC in creating a presence in the community. Also discussed and presented was her professional fees.

The process includes:

Logo	Branding
Visual Presence	Graphics
Messaging	Printing
Training to EDC Members	Media Presence
Meeting Assistance	Talking Points.....

Lex will appear before the EDC again in January 2018 to provide updates as to her process.

Brian K. suggested the EDC talk about the priorities we consider most important.

Ross P asked how we will measure the results of the Proposal Lex proposes. Tax Revenue, Number of New Businesses, Website visits. After discussions it was suggested that the Number of Website visits may be the best measure of success.

Sewer Update.

- Kick-off was 2 weeks ago. Ross P and D. Favereau discussed priorities for sewerage. The main priority will be for Main Street, Downtown and Route 12.

Master Plan Update.

- Planning Board did not speak to this issue in their Oct/Nov. Meeting. They will do so at their next meeting.
- Ross Perry suggested that the idea of a Master Plan Committee be created by the Planning Board to assist the Planning Board.

Parking Update.

- GIS Map was provided... but needs more clarification.
- R. Perry will speak with vendors to see if they can provide input.
- Action will most likely take place in Spring.

Abandoned/Nuisance Property

- Ross Perry is working property by property.
- no action right now.

Budget update.

- No change. \$13,500.00 remains.
- No expenses last month.
- 2019 Budget is due to BOS by 10 January 2018. Submit last year's figure for 2018 budget

Town Activity:

- Saint Vincent's Route 12 lot is ready to start digging.
- There are a few new businesses in Town.
- Hydro-tech is moving forward
- LKQ site work for 50K Sq Ft. space
- Pilot Program with SMLD with Orgis Solar to place solar on top of LKQ Building. This is a huge plus for Sterling.

BOS Report/Update:

- Other updates as reported above.

Old Business/**Pending Action Items:**

- Brian to inquire about Town of Sterling Face Book page.
- All Boards Meeting. Will there be a follow up.
Richard Maki would like a meeting with other boards to discuss items that the EDC is working on to determine who should pursue joint issues.

Next MEETING:

Monday, 8 January 2018, 9:00 am. BOS Mtg. Room

Adjourn 11:06 am Motion R. Mapp 1st. M Cranson 2nd. B. Kindorf All in favor.