

Economic Development Committee
Meeting Minutes
Monday, 20 May 2019 Meeting
9:00 am



Attendees:	Jim Patacchiola, Chair Richard Maki Mike Pineo, Vice Chair Keith Cordial	Rosanne Mapp, Secretary Maureen Cranson, BOS Paul Cathcart Domenica Tatasciore, Town Planner
-------------------	---	---

Guest: Lex Thomas

Non-attendees: Ross Perry, Town Administrator

Call to Order: 9:00 am

Meeting Minutes of 22 April 2019.

1st: M. Pineo

2nd: P. Cathcart

All in Favor

Motion made to appoint Jed Lindholm to the EDC Committee.... all in favor.

L. Thomas Update:

Small Business Administration:

1. Meeting was last week.
2. Four new people attended
3. Sent agenda to the Business Owners to take the reigns.
4. Spoke of their participation in Celebrate Sterling.
5. Lex will create color leaflet for information on Sterling.

Sterling Cleanup:

- Town Clean-up, **Saturday, 27 April 2019**, was successful.
- It was noted that the 27 April is opening day for Little League. K. Cordial made an announcement at Opening Day and many people participated in the clean up effort. Scouts were involved in clean up.
- 160 bags were retrieved by the DPW—double last year's effort! Success.
- Dick Maki thanked everyone involved. (All information/signs... are in the Custodial room in Town Hall.)
- Signs need to be updated for next year.

Celebrate Sterling Day

- On Town Common 1 June 2019, rain date 8 June 2019.
- Lex gave a presentation outlining the work she's done and complete. There are still a few details left.
- Park Street to be closed off during celebration. Festivities: music, food vendors, farms open, flying club, local businesses, etc.
- Rosanne will go to Agriculture Commission page on the Website to see if the map can be utilized for this event. This map does not include eateries, etc.
- Rosanne will call Bob Nickerson to see if it can be altered or reproduced.

NOTE: Looked at Agriculture Commission page and found that the information was created on legal sized paper.

20 May 2019

Economic Development Meeting Minutes

-2-

Celebrate Sterling Day *continued*

- Signs are being printed by Henderson's
- Maureen to look into getting hats, water bottles for volunteers.
- Lex is providing lanyards for volunteers to distinguish them for visibility.
- Dustin Whittier, Sterling resident, who owns a rubbish business in Clinton. Check with him to see if he's interested in assisting Celebrate Sterling.

Town Planner

- 14 Main Street on the Auction Block, 7 June. Maureen and Domenica will research.
- Town Meeting: Downtown Zoning passed with 300' setback from Main Street.
 - *Front zoning variances suggested 0' in downtown area.*
- Review Board is being looked into with various boards and Departments in Town (Fire, Police, BOS, BOH, EDC support, etc.)

Budget

- \$13,630 is the current balance.
- Expenses pending for May and June will be submitted by Lex Thomas for Celebrate Sterling and her support fees for the EDC. She will provide before the end of June.
- Jim Patacchiola asked if someone would step in to be the Treasurer for the EDC, awaiting response.

Town Activity:

Town Center Revitalization

- Working Group will meet next week for continued discussion of the Town Center.
- The meeting will be held in conjunction with the Weston & Sampson Engineer, Laurence Keegan, who created the original plan to go over some revisions, etc.

Farmer's Market: M. Pineo

Farmer's Market will resumed on 17 May.

The market will be participate in Celebrate Sterling Day, 1 June 2019.

Master Plan Committee

- Meeting held Thursday, 16 May 2019.
- Meeting was well attended with lots of enthusiasm
- Lots of discussions and questions on how to proceed.
- Unanimous vote taken to proceed with Master Plan as suggested by Judy Bartlett, Bartlett Associates.

Next Master Plan Meeting scheduled for 20 June 2019. BOS Room/Town Hall.

BOS Report/Update: M. Cranson

- Elections have taken place; Arden Sonnenberg had replaced Rich Lane as Select-person.

Other

Please bring your ideas for the Committee's 2020 goals to the next meeting

Rosanne will look into creating/having a map created for points of interest in Sterling.
Look into what businesses are needed in the area, how to move forward in light of what's available in other towns in the area.

20 May 2019

Economic Development Meeting Minutes

-3-

Abandoned and Nuisance Properties:

- Will be discussed next meeting.

Facade Program

No input.

Recommended Letters

None at this time

EDC/Town Beach Sub Committee (P. Cathcart, R. Maki and M. Pineo)

- Roof money is approved for repair— Ross was able to contact the Sheriff's Office. Awaiting better weather to proceed.
- DPW will regrade sand, re bars will be removed
- Awaiting funding for drainage. B. Roberti applied for Grant money from the State.
- Another building at the Beach will be painted when weather cooperates.
- Perhaps contact with the Trial Courts will provide some community service assistance.

On Going Projects.

- P. Cathcart suggested putting signs up with "Littering" signs.
 - Questions open: Where should they be placed.
 - D. Maki will check with DPW for their sign manufacturer

*New Member of the EDC: Jed Lindholm who has agreed to join our Committee.
Welcome Jed!*

Next MEETING:

}}

Monday, 24 June 2019, 9:00 am. BOS Mtg. Room

Adjourn 11:18 am

Motion M. Cranson

2nd M. Pineo

All in favor.

Celebrate Sterling Information

Lex Thomas COMMUNICATIONS

As of May 19, 2019:

Sponsors:

Flanagan Insurance

Richard Traina

The Botanist

Clinton Savings Bank

Solar & Kilcoyne, P.C.

Wachusett Remote Control Flyers

Organizations (confirmed):

First Church in Sterling – Green Transformation

Sterling Police Department – RAD demonstration, car seat safety demonstration

Master Planning Committee

SLCT studio tour

SLCT van for kids to do “live interview”

Wachusett RC Flyers demonstration at their club field behind the police station

Sterling Democratic Town Committee

Republican Town Committee

American Legion, open house, 100th anniversary

Sterling Garden Club

Ginny’s Helping Hands, Leominster

Master Planning Committee

Sterling Historical Society, open house

Sterling Chocksett Club

Sterling Boy Scout troops 1 & 189 (Troop 1 has a car wash behind the fire department)

Sterling Fire Department – ambulance and small fire truck

Organizations (to be confirmed):

First Church in Sterling – variety of programs

Sterling Farmers Market (will do an extra day) (to be confirmed)

Conant Public Library – small free library at town beach

Greater Boston Soaring Club – based at Sterling Airport

Food:

Grilled hot dogs, chips, water/soda, chocolate chip cookies, Sterling Fair Committee

The Brick, (to be confirmed) – also going to inquire about churros

Meadowbrook Orchards desserts, part of farmers market (to be confirmed)

Entertainment (confirmed):

Face painting – Denise Porell, Jubilee Studio

Live music – Dave Clark

Entertainment (to be confirmed):

Live music – seeking more (stage/floor The Botanist – to be confirmed)

Moonwalk bouncy house – Paul’s Rentals in Leominster, \$170

Interactive crafts for kids

Dance demonstration

Open mic – Sterling writers and poets – Library?

Project Soapbox – Library?

Mulligans golf tourney???

Arts and crafts (confirmed):

Sterling Arts Collaborative artists display and sale

Craft show –organized by Jennifer Mason, Mason Custom Crafts – Memorial Park

Business information kiosk hosted by Economic Development Committee

Invitation to businesses for whom it isn’t practical to be at the common to supply promo info and a 1-day/1-week discount coupon to be displayed on Economic Development Committee information table. Require committee members to staff the table through the day.

Businesses (confirmed):

Clinton Savings Bank – open house with refreshments, display of Sterling historic memorabilia

Open Door Real Estate – will hand out water and candy

Jubilee Painting Studio – indoor/outdoor, face painting

Blue Heron

Cider Mill

Businesses (to be confirmed):

The Nest – massage studio

The Botanist

Reclaimed Daisies

C&M Pizza – invited, but they aren’t ready

Volunteers:

Needed to staff different stations – will be identified by volunteer lanyard

Among the activities/organizations currently in the process of being organized:

Main Street business open house events

Canvassing businesses throughout Sterling

SMLD lift ride for kids

Conant Public Library: TBD

Sterling Rec: TBD

Sterling Senior Center: TBD

Local farm tours

Hay ride – will contact Clearview Farm

Sterling Grange

Wachusett Greenways

Sterling Community Theatre

Open Space Committee

Agricultural Commission

NEADS

Houghton Elementary School PTO

Chocksett Middle School PTO

Promotional activities:

Website – www.celebratesterling.com, email info2019@celebratesterling.com

25 outdoor signs throughout the town, ready

Electronic signboards

SLCT news clips and community calendar

Sterling Meetinghouse News article

Press releases to media in all surrounding towns

Distribution of flyers to local churches to be handed out to parishioners

Town webpage

Town Facebook page

Sterling Source

Sterling Community Facebook page

Map

Flyer

Ongoing activities:

Refuse containers

Ensure sufficient number of display tables.

I am working with a staff member of the North Central Massachusetts Chamber of Commerce who has coordinated many similar events for Leominster.

Washrooms: Butterick Municipal Building will be available, will also try to get First Church in Sterling and Conant Public Library.