

Economic Development Committee

June 26, 2023

Butterick Building, 1 Park Street, Room 205

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TOWN OF STERLING
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Minutes

The meeting was called to order at 9:00 am by Chair James Patacchiola

Present: James Patacchiola, Paul Cathcart, Rosanne Mapp, Mark Stoeve, Maureen Cranson

Also Present: Stephen Wallace (Town Planner), William Caldwell (Town Administrator), Patty Page (Planning), Brian Kindorf, Heather Reusch

Minutes of the May meeting were approved.

The EDC presented Patty Page and Stephen Wallace with Certificates of Recognition for their initiative, support of, and accomplishments on behalf of the Town of Sterling's economic development.

Rosanne Mapp made a motion to approve \$1080 for a half page ad in the Fall/Winter North Central Mass. Guide. Paul Cathcart seconded. Approval was unanimous.

Rosanne Mapp moved to recommend Brian Kindorf for appointment to the EDC. Paul Cathcart seconded. Approval was unanimous. Mr. Kindorf will go before the next Select Board meeting.

Stephen Wallace will continue to update the website as information is sent to him. This includes entering information on available commercial and industrial properties.

Wayfinding Signage. We already have the basic design for our wayfinding signs (welcome signs, parking signs, etc.) This design was prepared by Favermann Design and features apples on a blue background – see the sign in front of the Butterick Building for an example. There is no grant money available for manufacture and installation of signs, but the EDC has \$5,000 from the current budget which is available through the end of June. This can be applied to the manufacture and installation of signs. Beyond that, we will need money from Town Meeting or from Senator Gobi's earmark – if it goes through. It is estimated that c. \$21,000 will be needed to complete the project. Jim Patacchiola moved to transfer \$5,000 to DPW for parking signs; Rosanne Mapp seconded. All in favor – unanimous.