

Economic Development Committee

September 25, 2023

Butterick Building, 1 Park Street, Sterling, Room 205

Minutes

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

Present: Jim Patacchiola, Paul Cathcart, Mark Stoeve, Dick Maki, Brian Kindorf, Rosanne Mapp, Maureen Cranson

Also Present: Stephen Wallace (Town Planner)

Approved: Minutes of the August, 2023 meeting

Jim Patacchiola reminded the Committee that, per discussion at the previous meeting, this and future meetings will have timelines specified in the agenda for items to be discussed at the meeting.

Treasurer's Report. Dick Maki distributed copies of the draft Budget Summary for 2024. The current balance is \$19,763.74, including money encumbered from last year. Members would like more specificity in the budget re: how the money will be spent.

Town Planner Update. The Brochure has been well received. Stephen Wallace would like typos and other errors reported to him for correction in the next printing, which will be in roughly 3 years.

Town Administrator Update. The money has come in for the Maple Street sidewalk project.

Facebook Page. Rosanne Mapp is in favor of establishing a Facebook page because people have a right to know what's going on in Town and with their government. A Facebook page would be positive and promote the Town, it would not and should not promote individual businesses. Questions were raised about who would set it up and monitor it, since this would be quite time consuming. Dick Maki wants to check with other towns which have Facebook pages to learn how they go about managing and maintaining their sites.

Wayfinding Signage and Location. There was discussion around what signs from among those designed by Favermann Design should be used and where they should be placed. Since there is no grant money available for manufacturing and installing signs, it was suggested that this be done in stages – that we should ask the Town for c. \$5,000 per year until all signs are in place. Discussion followed about prioritizing the signs to install first. The Favermann designs were reviewed. Among the Welcome, Parking, and Directional signs, it was decided to install the Welcome To Sterling sign at the West Boylston entrance first. Steven Wallace estimated that this would cost about \$3,200. He will get a cost estimate for the next meeting.

Next meeting is scheduled for October 23rd at 9 am.

Brian Kindorf made a motion to adjourn, seconded by Maureen Cranston. Unanimous approval. Meeting was adjourned at 10:20.

Submitted by Melissa Chalmers, recorder