

**TOWN OF STERLING**

**ECONOMIC DEVELOPMENT COMMITTEE**

The March meeting of the Economic Development Committee for the Town of Sterling was called to order at 6:30 p.m. on Monday, March 24, 2014. Those in attendance were: Jeffrey Donaldson, Brian Kindorf, Lindsay Lucarelli, and Paul Rehrig. Mr. Donaldson, chair of the committee, called the meeting to order and Mr. Kindorf kept the minutes of the meeting.

**First Agenda Item** – The committee welcomed Lindsay Lucarelli, new committee member.

**Second Agenda Item** – Brad Bell, capstone student from Clark University, provided update on the project

1. Work is focused on the website with a side effort to improve the business database
2. 4/29 is final deadline for project with school; group will present to the committee on 4/28

**Discussion items:**

1. Website:
  - a. Mrs. Lucarelli suggested the group not get hung up on branding issues. Focus on marketing and structure of the website
  - b. Mr. Donaldson suggested links to the other departments so website becomes “one-stop shopping” for prospective businesses. Focus on the location and access of Sterling.
  - c. Mr. Kindorf suggested focus stay on the town in general and not be on the committee.
  - d. All committee members urged students to stay away from tourism. Rather, focus should be on building investment in the town.
2. Database:
  - a. Mr. Kindorf and Mr. Rehrig suggested this be a lesser priority.
  - b. Mr. Donaldson said that if time allows, review the database for accuracy.

**Third Agenda Item** – Budget discussion – The committee agrees to forward request for \$15,000

**Fourth Agenda Item** – The committee discussed the need to keep the database updated and “fresh.” Mr. Rehrig recommends continued use of the “Google Doc” currently in use for ease and suggests an effort to verify the existing data before expanding it.

There being no further business to come before the committee, upon motion duly made and seconded, it was unanimously

VOTED:      To adjourn.

Adjourned as voted.

Brian Kindorf, Secretary *pro tem*