

TOWN OF STERLING

ECONOMIC DEVELOPMENT COMMITTEE

The April meeting of the Economic Development Committee for the Town of Sterling was called to order at 6:30 p.m. on Monday, April 28, 2014. Those in attendance were: Jeffrey Donaldson, Brian Kindorf, Lindsay Lucarelli, and Michael Pineo. Mr. Donaldson, chair of the committee, called the meeting to order and Mr. Kindorf kept the minutes of the meeting.

First Agenda Item – The capstone student from Clark University presented the results of their project

1. Outline for a future Economic Development Committee website
2. Outline for a bi-fold pamphlet

Second Agenda Item – Discussion of the student recommendations

1. Mr. Kindorf and Mr. Pineo both felt the presentation was an improvement from the first capstone project.
2. Mrs. Lucarelli noted that the project did could have gone further and did not follow some of the Committee's suggestions.
3. The committee discussed the suggestion of using social media, specifically Facebook. After discussion, it was agreed the Committee is not ready for this yet.
4. The committee discussed what resources may exist internally to help development a page within the town's existing website. More research will be done on this.

Third Agenda Item – Mr. Donaldson provided a list of the top businesses by size to the committee. Each member was assigned 12 companies to contact. Mr. Donaldson will follow up with a script for the members to follow.

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*