



Economic Development Committee

Butterick Building, 1 Park Street, Room 205

ZOOM Meeting due to COVID-19

February 22, 2021

Time 8:30 AM

Minutes

Present: Chairman James Patacchiola, Keith Cordial, Paul Cathcart, Maureen Cranson

Absent: Michael Pineo

Non-Members present: Domenica Tatasciore (Staff), Fred Aponte (Staff), Kelly Hebert, Town Administrator (staff), Mary Roy, Sterling Garden Club

Open Meeting: Chairman Patacchiola opened the meeting at 8:31 a.m.

Town Planner Update: MRPC/DLTA Grants, E-Permitting Guide

Domenica Tatasciore advised the members that there is a Public Hearing via ZOOM on Thursday, February 25, 2021 at 7:15 p.m. She asked that the members of the EDC show support by attending the public hearing. Chairman James Patacchiola agreed and requested that the members show their support by attending the meeting.

Ms. Tatasciore has received positive notification granting technical assistance with the MRPC/DLTA permitting guide. This project must be completed by year-end (December, 2021). Chairman Patacchiola remarked that the permitting guide is "a great draw for people coming to town".

Regarding the Mass downtown initiative grant, the survey is done. The project is expected to go live March 1st or 2nd. SLCTV will broadcast a Public Meeting (via ZOOM) Tuesday, April 6, 2021 at 5:00 p.m. Ms. Tatasciore will remind the EDC members at the next EDC meeting.

Business Recognition and Awards Program

Keith Cordial is drafting a document outlining what will go on the Community Web Page. He had some questions and comments:

1. Can the web page be linked to all Sterling businesses? Fred Aponte said yes.,

2. The EDC needs to be aware of the potential for negative feedback. Maureen Cranson responded that the committee should ignore negative feedback for the most part and concentrate on the more important matters.

3. Mr. Cordial asked when and how he should submit the post. Should he submit it as coming from himself personally as a member of the EDC or from someone else. Maureen Cranson said post it from yourself. Chairman Patacchiola added, "as a member of the EDC". Paul Cathcart recommended that a disclaimer be attached stating that "the EDC tries to capture everyone...." Several members agreed.

Next step: Mr Cordial will send the EDC the document with Mr. Cathcart's disclaimer with reminders of dates to get the votes in for #1 and #2.

Promoting Sterling to Business Development: Available Locations & Prospecting Desirable Businesses

Paul Cathcart sent EDC members an email with a list of who does what regarding this project. He said that if the EDC needs to bring in people to help, it could use money that's in the budget.

Town Administrator, Kelly Hebert, responded by saying that since there is a need for a list of all the businesses in town, Domenica Tatasciore can help with that. She can also help with providing a list of vacant properties.

Mr. Cathcart said that Ms. Tatasciore would be perfect for this, He stated that feedback he has been receiving from residents is incredibly positive. And, that there are 2 businesses moving in and 2 more that are interested – one is interested in the Santandar building.

Ms. Hebert addressed the issue of a by-law for what we want the town to look like. She recommended a review of the current by laws to update them,

When asked by Ms. Hebert if the EDC had any outside sources, Ms. Cranson suggested that college students under a College Intern Project might be considered. The EDC has the money in the budget.

Town Center Revitalization

Regarding the Verizon situation: Paul Cathcart said Sean Hamilton received a call from Verizon requesting a meeting. The design is complete with the project expected to cost ~one half of the original estimated cost. Mr. Cathcart asked Mr Aponte if he had received an invoice from Verizon. Mr Aponte replied "No".

Sean expects Verizon to start the ground breaking in early spring. Sean suggested that we locate the cables and place lamp posts there on stanchions. Keith Cordial asked how many posts? Mr. Cathcart said he didn't know yet. Ms. Tatasciore said she had information and will meet with Mr. Cathcart.

When Mary Roy of the Sterling Garden Club offered to supply the know-how for beautifying Main Street with lamp posts, etc. Ms. Cranson respectfully declined stating that we already have a downtown revitalization committee and "We shouldn't get ahead of ourselves". She said she will look at the downtown revitalization plan and put it on the next agenda.

Mr. Cathcart suggested that the Garden Club could help with the Beach Project.

Town Beach Drainage Update

Paul Cathcart reported that the conceptual drawing has been completed and approved by the Conservation Committee. He stated that the town has a year to complete the project.

Nuisance Property By-Law

Ms. Cranson stated that the Select Board has not reviewed the by laws.

The Sterling Inn property is still in land court. Town Treasurer asked and got no response. Ms. Cranson suggested that a letter be sent from the Sterling Board of Selectmen with the intent of making the court understand how unsightly and potentially hazardous the building is.

Selectmen Meeting Update

Maureen Cranson stated that the Select Board has been concentrating on the budget process, getting Kelly Hebert, the new town administrator acclimated and getting a town meeting going.

Additional Comments

Paul Cathcart stated that there is a graffiti problem near the street rotaries that needs to be addressed. Ms. Tatasciore suggested that it might be turned into a design competition.

Adjournment of Meeting

Maureen Cranson made a motion to adjourn the meeting. Keith Cordial seconded. All were in favor. Meeting was adjourned at 9:39 a. m.

The next EDC meeting date is March 22, 2021 at 8:30 a.m. This is the fourth Monday in March.

Respectfully submitted by Barbara O'Connor, Recorder