**Economic Development Committee**



Butterick Building, 1 Park Street, Room 205

**ZOOM Meeting due to COVID-19**

June 7, 2021

Time 8:30 AM

**Minutes**

**Present:** Chairman James Patacchiola, Keith Cordial, Paul Cathcart

**Absent:**  Michael Pineo, Maureen Cranson

**Non-Members present:**  Domenica Tatasciore (Staff), Kellie Hebert, Town Administrator (staff), Fred Aponte (Staff), Dick Maki, Mark Favermann, Favermann Design, Jim French, Sterling Historical Commission, Roseann Mapp, Sterling Cultural Council

**Open Meeting:** Chairman Patacchiola opened the meeting at 8:35 a.m.

**Approval of Past Minutes:** Paul Cathcart made the motion to accept the minutes of the May 24, 2021 meeting. Keith Cordial seconded. The motion was unanimously accepted.

**Local Rapid Recovery Planning Grant: Mark Favermann**

This meeting was called specifically to discuss using Mark Favermann of Favermann Design for district branding (signage) for Sterling. The urgency of this meeting stemmed from the necessity of voting to appropriate money from the EDC’s budget before the June 30, 2021 deadline.

Once again, Mr. Favermann gave the committee a presentation of samples that his company has provided for other towns. He stated that he would need to make a public presentation and asked the committee’s opinion regarding how long his presentation should be and what to include, i.e. what questions and statistics to make Sterling a vital and revised environment. Chairman Patacchiola said that he should be ready to give the town a definition of what Town Branding is as many residents will not know. Paul Cathcart stated that “less is better”, i.e. get in, get out, give a short, concise presentation, pick a couple of towns, keeping Sterling’s character as a point of reference.

Roseann Mapp, Sterling Cultural Council, suggested that Sterling’s community be involved. Mr. Favermann stressed the importance of keeping the group small.

Town Administrator, Kellie Hebert, stated that her department is ready to help out. They are excited and all for the idea of town branding, including on the town’s stationery for a consistent message. She said that currently every department in town has its own signage as does the town’s website.

Paul Cathcart made a motion to move forward with approving ~$15,000.00 for the Town Branding program. Chairman Patacchiola seconded, reminding everyone that Keith Cordial will need some funds for the Business Recognition and Awards Program to which Mr. Cordial replied that he would need $100.00 per plaque. Fred Aponte stated that the balance in the budget is $15,711.67. He drew attention to the fact that work on the project has to be started by June 30, 2021. The motion was unanimously accepted.

Mr. Favermann began the project by asking the Committee to describe Sterling in one word. The responses were:

Quaint Historical Rural Beautiful Welcoming Friendly Strong Uncommon Apples Farms Agricultural Trails Outdoors Spacious Charming Progressive Traditional Cider Lakes Butterick Patterns Inventive Autumn

Mr. Favermann then asked the Committee to describe Sterling in two words. The responses were:

Agricultural Fair Butterick patterns Rurally adventurous Outdoor Activities Community Pride Rolling Hills Surprisingly Accessible

Mr. Favermann then asked the Committee to describe Sterling in three words which might be turned into a tag line. The responses were:

Uncommonly Natural Beauty Fall Into Fun Easy Highway Access Gem Between Cities Apple of the Common First Came the Apple Apple Trees and Orchards An Orchard of Possibilities

“An Orchard of Possibilities” was the favorite of many.

Mr. Favermann then asked the Committee to describe Sterling by color. The responses were:

Sterlng Autumn Green Orange Yellow Blue (lakes)

Mr. Favermann then asked the Committee to describe Sterling with symbols. The responses were:

Pillars Lamb Apples Trees Fields Rolling hills Horses 1st Church Truck, wagon, hay

Mr. Favermann talked about designing thematic street furniture using the committees decision on wording. He then proposed his own list of descriptive words and expressions for Sterling:

Aspirational – Sterling in the future A Destination Aggressive, quaint town Cultural – maintaining it (dance, music, arts, plays) Performing Arts Center Traditionally into the Future Connectivity Moving History Forward A Cultural and Recreational Destination

Chairman Patacchiola opened the floor to comments. Keith Cordial asked if Mr. Favermann had any testimonials from other towns. He and Paul Cathcart both agreed that they should be part of his presentation. Chairman Patacchiola asked Domenica Tatasciore to add Mr. Cordial’s question to correspondence she will sending to Mr. Favermann.

Roseann Mapp, Sterling Cultural Council remarked that the town doesn’t promote itself. There are a lot of things going on but many people aren’t aware that they are. Communication is lacking. Jim French agreed by saying that there was a lot of interest in an arts presentation – 150 people showed up. However, many who didn’t stated that they would have attended had they heard about it. Domenica Tatasciore said that she has tried several times to reach out to the local newspapers, but they don’t publish what she’s asked them to publish. Chairman Patacchiola suggested that we might pay for newspaper advertising. Paul Cathcart and he agreed to put Advertising on the next meeting agenda.

**Other Business:**

Town Administrator, Kellie Hebert, asked Domenica Tatasciore to email the town meeting warrant to all the members of the committee.

Ms. Hebert brought up the subject of the Town Common Project for $152,000.00 which is on the town warrant. She would like to be able to talk to objectors to the town’s spending. Paul Cathcart remarked that the town should have a plan and move forward with it. Revitalization of the town is not an option, it is a must. Chairman Patacchiola stated that the EDC should support Ms. Hebert.

**Adjournment of Meeting**

Chairman Patacchiola made a motion to adjourn the meeting. Paul Cathcart seconded. All were in favor. Meeting was adjourned at 10:30 a. m.

The next EDC meeting date will be on June 28, 2021 at 8:30 a.m. Marketing has been added as an item on the agenda.

Respectfully submitted by Barbara O’Connor, Recorder