

Economic Development Committee

May 23, 2022

Butterick Building, 1 Park Street, Room 205

Minutes

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

Present: Richard Maki, Keith Cordial, Paul Cathcart, Maureen Cranson and, via ZOOM, James Patacchiola and Rosanne Mapp,

Also Present: William Caldwell, Town Administrator, and Matthew Scannell

Past Meeting Minutes: Minutes of the April 25 2022 meeting were approved with a correction requested by Dick Maki re: letter sent to state representatives about the Rts. 140 & 62 intersection.

Emma's Ribbon Cutting. The ribbon cutting ceremony for Emma's Cafe was held on Friday, May 6th at 9 am. It was a huge success with many Town Officials in attendance in addition to State Senator Anne Gobi and Representatives Meghan Kilcoyne and Kim Ferguson. The State Officials provided Emma's Cafe with State Citations from both the House and Senate. In addition, the EDC presented Emma's with a Welcome Certificate. Also, on this day the EDC presented Welcome Certificates to Notown Goods and NV Fitness. At this time the State Officials provided these businesses with State Citations as well. The EDC and the State Officials were also planning on providing welcome Certificates and Citations to The Brick, C&M Pizza, Newfoundland Candle Co., Davis BBQ, but the establishments were not available to receive the awards. The EDC will set up their acceptances at a later date.

Dick Maki moved to approve \$51.99 for certificate frames, Paul Cathcart seconded and the motion was passed unanimously. There was discussion around setting up an account for expenses when there isn't time to present the procurements to the Committee because we meet only once a month. It was discussed that Jim Patacchoila be the approval person for these expenditures. Further discussions on this topic will be on the next EDC Agenda, 27 June 2022.

Town Planner. The Town Planner position will be posted on 5/23/2022.

Town Center Renovation. Preliminary plans should be available the week of 5/23 for the sidewalks phase of the renovation. Funds are available for the Verizon portion of the project. Money is not yet available for the Comcast portion.

MRPC Permitting Guide. Patty Page has circulated the guide and plans are moving forward.

Parking Behind the 1835 Town Hall. The 1835 Committee wants to remove the brick building behind the old town hall in order to enlarge the parking area. The Historical Commission wants to preserve the building because of its historical value. Because of the cost to move the building, this item will have to go to Town Meeting. In the meantime, better signage might be necessary to make people aware of the underutilized public parking behind the Butterick Building. Rosanne Mapp moved, and Dick Maki seconded, that EDC support the 1835 Committee re: increasing the parking space behind the building. Motion was approved unanimously. Voters will have the opportunity to approve funds to move the brick building. One idea for the brick building is to use it in front of the Library as a welcome center.

Commercial and Industrial Properties. The property at 33 Main Street is still available as is the Meola building. There was discussion around joining the North Central Mass Chamber of Commerce. Rosanne Mapp moved, and Jim Pattachiola seconded, that we approach the Town about joining the Chamber. Approval was unanimous. Keith Cordial will contact the Chamber about their annual fee, benefits of joining, etc. On a related note, Paul Cathcart will get a proposal for an architectural rendering of new storefronts for the commercial/retail district on Main Street.

Intersection of Rts. 140 & 62. \$250K was approved at Town Meeting on May 2nd. A contract has been signed with Green International Affiliates, Inc., and the project is moving forward.

Town Beach Renovation. Dick Maki, who is managing the \$100K that the Town has for this project, has contacted 3 different landscape engineers and is waiting to hear from them on their proposals for beach improvement. He hopes for a decision by the end of June. Work can't begin until summer is over.

Business Recognition and Awards Program. Hendrickson Advertising was very appreciative upon being presented with a recognition plaque. Rafferty Aluminum will be recognized next. Sterling Storage is being considered for both a "Welcome to Sterling" certificate and a recognition award. Thank you/Recognition Awards will continue quarterly, the Welcome Certificates will continue as needed.

Discussions: Sterling Clean-Up. The Clean-Up on April 16th was very successful but littering remains a problem. Containers will be made available by DPW for litter collection. One long-term solution discussed involves placing portable units with solar powered lights and cameras at remote dumping sites. Paul Cathcart will talk to a machine shop about building such units.

Brochures. Jim Patacchiola spoke with Lex Thomas about the brochures and is satisfied that she delivered everything that she agreed to. There was a discussion about intellectual property and talking to Lex Thomas about printing more brochures.

Buy Local program. Rosanne has started a Buy Local program via FB page as well as mentioning the concept in the monthly article she writes on behalf of the EDC for the Meetinghouse News. She suggested perhaps starting a physical Buy Local program with the Shops in Town. Further Discussions on next Agenda 27 June.

Next meeting will be June 27th. Motion to adjourn made by James Patacchiola; seconded by Paul Cathcat and motion approved unanimously. Meeting adjourned at 10:55.

Submitted by Melissa Chalmers, recorder