

Economic Development Committee

December 19, 2022

Butterick Building, 1 Park Street, Room 205

Minutes

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

Present: James Patacchiola, Richard Maki, Rosanne Mapp, Mark Stoeve, Paul Cathcart, Michael Pineo

Also Present: William Caldwell (Town Administrator), Stephen Wallace (Town Planner), Joseph King (Vice Chair of Finance Committee) and Brian Kindorf.

Minutes of the October/November meeting were approved.

FY'24 Budget. There will be two Fincom/Capital Committee meetings in January for committee representatives to attend and discuss their FY'24 budgets. Dates have yet to be finalized.

Among EDC draft budget projections:

- EDC estimates c. \$3,000 for the Retail Commercial Business Map. This includes roughly \$2,500 - \$2,700 for printing. Monty Tech will do the design for free. The North Central Chamber of Commerce should be able to contribute some money (\$2,500?). \$3,000 should more than cover the balance owed by EDC.
- \$1,100 - \$1,350 for Sterling Clean Up Day. This includes \$600 for a ½ page ad in the Meetinghouse News, as well as dumpster rental, signs, poster printing, trash bags and water. We anticipate that there will be some donations and partial donations of these items as there have been in previous years.
- \$495 for ongoing communication with local businesses (printing, mailing).
- EDC estimates \$4,000 for Branding and Wayfinding (parking signs, directional signs, etc.). Steve Wallace will look for grant opportunities for the installation of the signs.
- \$3,000 for design work for the downtown building facade project.
- Minimum of \$3,000 reserve/unanticipated expenses.
- No additional funding will be needed for the Town Beach as there is still \$90,000 available.

In addition, \$25,600 in grant money has been received for ADA work at the beach.

Joseph King advised that the projected budget for FY'24 should be within 1.5 % of last year's budget of \$16,000. Budget numbers will be reviewed and submitted.

Town Retail Commercial Business Map. Steve Wallace asked committee members to review/update the existing business listing, visit the retail/commercial businesses, and give them the information sheet to complete. Hopefully this can be done by end of February. Jim Patacchiola

offered to form a sub-committee to get this project going, Mark Stoever volunteered for the sub-committee. Mike Pineo will also help. Dick Maki will help draft a letter to local businesses.

Guide to North Central Mass. The Johnny Appleseed Visitors Guide is published twice a year – Spring/Summer and Fall/Winter. It lists community events (band concerts, library events, farmers' markets, etc.). The Guide is distributed locally to 22 member towns of the North Central Chamber of Commerce. EDC members should give Steve Wallace the what, where, when and web links for upcoming Sterling events by 1/21 for inclusion in the Spring/Summer issue. He will send a sample listing to help committee members frame their event information. Pictures can be included. \$2,000 should be added to the annual EDC budget for twice yearly listings in upcoming Appleseed Guides.

Town Planner Update. Steve Wallace discussed zoning amendments that will be brought to the May Town Meeting and zoning issues and bylaws that will be brought to future Town Meetings.

Town Administrator Update. Bill Caldwell will be meeting to finalize the proposal with Weston and Sampson for Town Center underground infrastructure, water main, and drainage. A date should be available soon for DPW and SMLD.

Paul Cathcart discussed forming a sub-committee on downtown renovation/revitalization that will work with the architectural renderings, work with business owners, and look at our legal options and historic district standing. Jim Patacchiola made a motion to form a downtown revitalization sub-committee. Mike Pineo seconded. The ayes were unanimous. Paul Cathcart will chair and Rosanne Mapp will work on the committee.

ZBA. Patty Page will notify the EDC when business-related items are set to go before the ZBA.

Town Beach. Work is on hold during the winter.

Sterling Clean-Up Volunteers are needed. Garden Club and Scouts always help. DPW does the bulk of the work. Committee members (Jim Patacchiola, Rosanne Mapp, Dick Sheppard, Mark Stoever) will coordinate with DPW. This process will be finalized at the next meeting.

Mike Pineo made a motion to adjourn. Jim Patacchiola seconded. Meeting adjourned at 11:15.
Next meeting will be 1/23/23.

Submitted by Melissa Chalmers, recorder