

Economic Development Committee

January 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: James Patacchiola, Richard Maki, Rosanne Mapp, Mark Stoever, Paul Cathcart.

Also Present: William Caldwell (Town Administrator), Stephen Wallace (Town Planner), Carol Stewart-Grinkis (1835 Town Hall Committee)

Minutes of the December meeting were approved.

Town Planner. Stephen Wallace presented:

1. Sterling's Johnny Appleseed Visitors Guide ad, including a collage of town photos;
2. The updated list of storefront businesses for the Town's Retail/Commercial Business Map/Brochure. This will include about 86 listings once Open Space, Historical Commission, and Agricultural Commission entries are added. Committee members should review and update the entries under the categories of services, dining, health/wellness, and shopping;
3. A copy of the letter/info sheet for business owners to complete for inclusion in the Map/Brochure. It was suggested that an example page from Westminster be included to give Sterling businesses an idea of what the completed item will look like.

We will need PO Box numbers and e-mail addresses for businesses that use them. We will also need to follow-up with businesses that don't respond to the letter. Hopefully this info can go to Monte Tech in April for a preliminary lay out.

Town Center Renovation. According to Weston & Sampson's timeline, a preliminary design should be ready this Spring; final design this summer. Construction should begin in the 2024 construction season.

Store Front Renovation. We need a pictorial rendering for the business owners on Main Street (the strip between The Brick and LCU). The design needs to be consistent with the historic nature of the Town. Paul Cathcart moved to vote on approval of \$3050 for Structural HD to do the architectural rendering. Mark Stoever seconded. All present voted "aye."

Signage. The "Welcome to Sterling" sign has been designed. Funds are needed for manufacture and installation of 2 "Welcome to Sterling" signs. Domenica may have left information on obtaining such funds.

ZBA update. Businesses should be able to move into town without difficulties or surprises. In Westminster, Steve Wallace had a list of commercial and industrial real estate agents. If they had a client looking for a certain type of property Steve would get a heads up. It was suggested that something like that be established for Sterling to help smooth out the process.

1835 Building. Carol Stewart Grinkis attended the meeting to discuss the 1835 building renovations. The air conditioning is in, window treatments, both up and downstairs, should be completed by soon. New chairs, tables and stands for coats have been purchased. An ADA grant has been applied for to make a family restroom. The septic system remains an issue and dictates how many people can use the building. The septic system needs to hook up to the existing system and a septic design has been drawn. The brick building behind the 1835 building, however, is the last encumbrance to completing the septic system and is also taking up needed parking space. The 1835 Committee has found that there is no record of its historical significance. It would cost \$40,000 to move and relocate the building, but DPW can bulldoze it for free. The 1835 Committee would like the building taken down and the bricks salvaged and recycled. Jim Patacchiola made a motion to support the 1835 Committee's report to take down the brick building in the parking lot behind the 1835 building. Rosanne Mapp seconded. All present voted "aye." EDC members have been invited to attend the next 1835 meeting on 2/22 and tour the building. There followed a discussion of uses for the 1835 building and how it can be used to generate revenue .

Sterling Clean Up day. The Garden Club is interested in participating in Clean Up day and a few other groups, eg, Keeping Sterling, have communicated their interest as well. Jim Patacchiola is meeting with the DPW Superintendent on 1/26. EDC would like to discuss what DPW does for Clean Up Day, what do we want them to do, how much time do they have and what resources do they need? Someone needs to take the lead, and while Sterling has done so for several years, It's time for someone else to take over..

EDC needs a new Treasurer. Mike Pineo's term expires in May.

There was discussion about: re-starting the welcome and recognition awards program and the function of the committee as an advisory group.

Jim Patacchiola made a motion to adjourn. Paul Cathcart seconded. Ayes were unanimous. Meeting adjourned at 11:15. Next meeting will be 2/27/23.

Submitted by Melissa Chalmers, recorder