

Lanesborough Economic Development Committee
September 29, 2020 – Held remotely by ZOOM due to COVID-19 Pandemic
Minutes

Present: Barb Hassan, Chairperson. Members: Kevin Towle, Pat Hubbard, Tom Voisin, David Vogel and Laura Brennan, a Representative from Berkshire Regional Planning Commission.

1. The meeting was called to order at 5:37pm by Barb Hassan, Chairperson.
2. A motion was made by Kevin Towle and seconded by Barb Hassan to accept the minutes of the September 29, 2020, as amended. Tom Voisin and David Vogel abstained as they were not at the meeting. Motion carried.
3. Review Status of Agenda Items, September 29, 2020 was reviewed.
 - Barb stopped by Squaw Peak Travel to see Kathy Claremont about hosting a future B2B. Kathy indicated that she has many repeat clients and therefore, would not be interested in hosting an event at this time. Kevin suggested trying a Zoom B2B event as we already have an email list of all the registered Lanesborough businesses that could be used to invite their participation. The group agreed to place this item on the agenda of the next meeting.
 - A discussion about welcoming new businesses to Lanesborough was held. Laura informed the group that when a new business registers with the town, the name and website links are added to the town website and added to the database for e-newsletters. There are 60-70 businesses in Lanesborough. As of this meeting, she will begin giving this committee any new additions so they can be added to the minutes. The new businesses this month include Bassett Basic Heating and Cooling, Berkshire Box (gift baskets/boxes) and Berkshire Dog. Pat Hubbard asked if it would be possible to learn about businesses that have renewed their business permits, changing ownership or leadership and/or who are celebrating significant business anniversaries because those occasions would give the LEDC another reason to recognize a local business and to celebrate their successes.
 - Laura and Kevin provided an update on their process of moving the Lanesborough outdoor recreation rack card to a digital format. It was agreed that the digital format would provide detailed information about the use of the ad.
 - Pat reported that Mt. Greylock Campsite Park was looking at an October 2021 date for Tour De Greylock, the signature Lanesborough outdoor recreation event. The weekend after Columbus Day seems to be a possibility as it is the beginning of the end of the camping season. The bike route she has used is 44 miles leaving from Lanesborough and returning to Lanesborough.
4. Annual Reorganization of the Lanesborough Economic Development Committee
Each July 1st, town committee members select their leadership for the coming year. David Vogel announced that he would be moving to Webster, Ma and would be resigning

from the committee at that time. Barb thanked David for his service and encouraged him to stay on the committee until his move takes place. Kevin suggested that we begin the recruiting process for a new member as soon as possible by posting the vacancy with the town. Tom made the motion that Barb continue as Chair, Pat continue as Recording Secretary and that Kevin fill the new position of Vice Chair so that meetings and events could continue in the event that Barb was unable to attend. David seconded the motion. The motion was unanimously approved.

5. Digital Format of the Lanesborough Outdoor Recreation Ad

Laura and Kevin reported that they are working on pricing the project and determining who would be the intended audience. They suggested that both tourists and residents would benefit from the information in the ad. Purchasing online advertising with YELP or TripAdvisor can be expensive. Kevin suggested Berkshire.org as a possibility. Their thought was to have the ad ready by early 2021 and reserve some of the funds for advertising Tour De Greylock. Kevin also suggested that a budget item to help support the advertising for that event could be submitted in June 2021.

6. Tour De Greylock

There was discussion about where to start and end the bike ride. Suggestions included the Berkshire Mall parking lot and to incorporate a section of the Ashuwillticook Rail Trail, Laston Park and Greylock High School. Barb suggested that we consider a shorter alternate route for bicyclists who do not want to do a 44-mile ride. Pat agreed to bring a proposed route for the Tour de Greylock to the next meeting.

7. Agenda Items for Next Meeting:

Select Board presentation

Zoom B2B Event

Digital Advertising of Lanesborough Outdoor Recreation

Tour De Greylock

8. Schedule next meeting of LEDC

Next meeting will be held October 27, 2020 by Zoom at 5:15pm.

9. Meeting adjournment

The meeting was adjourned at 6:36pm.

Respectfully submitted,

Patricia Hubbard
Recording Secretary