

**Lanesborough Economic Development Committee**  
**October 27, 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 5:17pm by Barb Hassan, Chairperson.
2. The minutes of the September 29, 2020 were reviewed. Laura Brennan pointed out that in paragraph #3 the number of businesses in Lanesborough was stated incorrectly. The minutes should read that there are over 100 businesses in Lanesborough and that there are 60-70 of their email addresses in the town database. A motion was made by Kevin Towle and seconded by Dave Vogel to accept the minutes of the September 29, 2020, as amended. Motion carried.
3. Review Status of Agenda Items, September 29, 2020 were reviewed.
  - Two proposed routes for Tour de Greylock, Lanesborough's proposed signature event for the fall of 2021 have been proposed. Details will be discussed as part of this meeting's agenda items.
  - The vacancy on the LEDC as a result of the future resignation of David Vogel, has been posted on the town website.
  - B2B events have been suspended due to COVID. The committee agreed to consider trying a Zoom B2B event that will also be discussed as part of this meeting's agenda items.

**4. Agenda**

**B2B Event:**

Kevin agreed to host an event on Zoom on November 4, 2020 at 4:30pm. Laura suggested that she could do a presentation on COVID grant opportunities for small businesses as the feature agenda item at the meeting. The other agenda items would include introductions, open discussion related to Laura's presentation or on other topics of concern to the participants and any business owner that wanted to highlight his/her business would be welcome to do so at the meeting. Laura agreed to publicize the event in the Lanesborough Town e-newsletter. Future meetings of this kind would depend of the attendance and participation of local businesses.

Pat offered to contact any new businesses in town to invite them to participate. This led to a discussion about how to better engage new businesses. Pat described her introduction to doing business in Lanesborough as confusing, as there was no particular "road map" for a new business to follow. Kevin indicated that other towns do have a publication that assists new businesses. He agreed to see if he could provide a copy as an example for the LEDC members to review.

**LEDC Presentation to Select Board:**

Mike Murphy requested that Diane (Town Secretary) invite Barb to a Select Board meeting to discuss the goals and activities of LEDC and to provide an update on the Berkshire Mall. Pat asked if all Committee Chairs are asked to come and make a report on an annual basis. Barb indicated that she did not think so, although that might be a good idea as it would help the Select Board have an up-to-date overview of the goals and activities of the various town committees. Barb suggested to the committee that if we scheduled an appearance there should be a joint response from the committee as she is the leasing agent for Berkshire Mall and the Chair of the LEDC.

Barb provided the committee with an update of the status of the Berkshire Mall that led to questions from committee members about the role of the Baker Hill Road District in the success of the mall going forward. Based on the number of questions asked by committee members Barb suggested that she add a discussion of the economic impact of the Baker Hill Road District on the Berkshire Mall as a future agenda item so that

LEDC members would be better informed about the current role of the Baker Hill Road District. Committee members unanimously agreed.

**Tour De Greylock – Lanesborough Signature Outdoor Recreation Event**

As the committee discussed proposed dates, Laura informed the members the Farm to Fork, a popular cycling event in the Berkshires has been scheduled for October 2<sup>nd</sup> and 3<sup>rd</sup>, 2021. Given that information and the dates of Columbus Day Weekend, an already busy fall foliage weekend, Pat proposed the date of October 16, 2021. Tom suggested that if the proposed Constitution Hill bridge was to be the charity of choice, the Berkshire Natural Resources Council (BNRC) would be the beneficiary. When the committee began to discuss the proposed route, Kevin suggested that Pat contact the Berkshire County Sheriff's Department about getting "road support" during the bike tour. Laura suggested that we postpone doing any digital advertising until after January 1, 2021. The committee agreed to limit participation to the first 100 registrants.

**Next Meeting:**

December 2, 2020 at 5:15pm by Zoom.

**Adjournment:**

The meeting was adjourned at 6:36pm.

Minutes Respectfully Submitted by  
Patricia Hubbard, Recording Secretary LEDC