

Lanesborough Economic Development Committee
January 27, 2021 – Held remotely by ZOOM due to COVID-19 Pandemic
Minutes

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

- 1). Meeting was Called to Order at 5:30pm.
- 2). Discuss FY21 budget appropriation:
Barb Hassan reviewed the line items in the LEDC 2021 budget that must be spent by June 30, 2021.

2021 Budget:

\$3200. For printing and distribution of the rack card that focused on outdoor recreation opportunities in Lanesborough

\$200 for to help offset the cost of professional development opportunities for LEDC members

\$300 for postage to cover the cost of mailing invitations to B2B events sponsored by the LEDC.

Barb reminded the group that we had decided at our August 26th meeting to use the budgeted funds to support the development and distribution of digital ads that promote Lanesborough as an outdoor destination and to market Tour De Greylock, the new signature outdoor event proposed for October 2021. This change from a printed rack card that must be distributed to local venues to digital advertising would make it possible to better track just how many times the ad is actually viewed. It still will be difficult to determine if viewers actually visit Lanesborough as a result of viewing the ad, but at least the committee and the town would have some idea of how many times the ad was opened and be able to judge whether the ad was effective from that perspective. The group also had decided to set aside a portion of the funds to market Tour De Greylock.

Barb encouraged discussion on the use of the funds. Pat Hubbard suggested that designing a template that highlights the “Reopening of Lanesborough” and focused on the outdoor recreation opportunities that are open and can be done with COVID protocols like cycling or walking the Ashuwillticook Rail Trail, hiking on Mount Greylock and boating on Lake Pontoosuc. Laura Brennan suggested “Come Visit Lanesborough” as a theme and reminded the group that we should make sure to reinforce that safety continues to be a priority in all the available activities. Barb asked about possible platforms and Google ads and Berkshire.org were suggested.

Kevin Towle suggested that a portion of the budgeted funds could be to pay for professional design services for the ad and the logo design for the Tour De Greylock event. Laura offered to design a few possible ads for the group to review. Pat shared with the group that she thought it would be fairly easy to adjust the Mt. Greylock Campsite Park logo to fit the Tour De Greylock event. She suggested taking the lettering and star off the existing logo and adding the outlines of cyclists across the bottom of the logo and then ad Tour De Greylock 2021, Lanesborough, MA. across the bottom of the logo. She agreed to contact Pelland Advertising in Haydenville, MA. who designed the Mt. Greylock Campsite Park logo and Beck’s Printing in North Adams who

currently does all their design and printing about the cost of adjusting the existing logo and getting a few samples for the committee to review

3). Set FY22 budget.

The committee decided to continue the focus on digital advertising in 2022. There was a question about the need to continue to have a postage line in the budget. Laura informed the group that not all the businesses in Lanesborough have listed an email address with the town. She indicated that the town has now added a line on the Business Registry Form for an email address so going forward, the town should have the email addresses for all the businesses that have them. In the meantime, mailing invitation to B2B events is important so that all the businesses get invited to participate.

Barb proposed the following budget request for FY 2022:

Marketing \$3200

Professional Development for Members of LEDC \$200

Postage for B2B events \$300

Tom Voisin made a motion to submit the budget request as presented. Dave Vogel seconded the motion. Motion was unanimously approved by the committee members.

4). Next meeting: Wednesday, February 3, 2021 at 5:15pm by Zoom.

5). Adjournment

Motion to adjourn was made at 6:02pm by Pat and seconded by Dave.

Respectfully Submitted

Patricia Hubbard, Recording Secretary