

**Lanesborough Economic Development Committee**  
**April 28, 2021 and May 5, 2021– Held remotely by ZOOM due to COVID-19 Pandemic**  
**Minutes**

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

Absent: David Vogel

- 1). **Meeting was Called to Order at 5:31pm.**
- 2). **The minutes of the March 10, 2021 were reviewed.** Laura Brennan asked that the group focus on a sentence in Section 7 – Digital Marketing that stated, “Laura sent requests for proposals for outdoor recreation digital advertising campaign/Tour De Greylock to three designers.” She asked that Tour de Greylock be stricken from that sentence as the requests were for outdoor recreation advertising only. A motion was made by Kevin Towle and seconded by Pat Hubbard to approve the minutes as amended. The vote was unanimous.
- 3.) **Review Status of Agenda Items from March 10, 2021**  
Barb Hassan indicated that all the agenda items from the last meeting were continued on this agenda which eliminated the need to review agenda items at this time.
- 4). **Pat Hubbard and Laura Brennan Update on New Business Booklet**  
Laura explained that work continues on the New Business Booklet at Town Hall. The staff is reviewing the Town of Adams publication for similarities and differences in the kind of permits required and the processes for obtaining them. Pat indicated that she felt that the booklet for business owners should be the priority for the LEDC, given our mission. Town employees will benefit from having both booklets completed in that they may be clearer about their own processes and perhaps can streamline them and business owners will be more knowledgeable about what permits they need and how to obtain them. Pat continues to work on the introduction, history, maps, and demographics that the committee agreed would be important to include in the business owner publication. Kevin suggested that Pat could use the Lanesborough Economic Development Plan as a reference for the sections she is developing for the new business booklet.
- 5.) **Some Kind of Recognition from LEDC for New Businesses in Town**  
Laura reported on the new businesses in Town. They include: J. Paris Roofing, Brush Hour Painting, and Hilltop Farm and Fiber Arts. Mantique (also new) in the old Vacation Village is hosting a fundraiser with music to benefit cancer this weekend. Pat spoke to Kelli Robbins about recognizing new businesses in Town and she fully supported the idea. Ms. Robbins indicated that the Town could print a certificate, that includes the Town seal, could be given to and then displayed by new owners. Pat suggested that a small delegation of LEDC members visit new businesses to officially welcome them, present the certificate and take photos for the Town website and Berkshire Eagle. Barb suggested that this recognition could happen at LEDC Business to Business Network events when they resume. Governor Baker has indicated that all COVID restrictions will be lifted August 1, 2021 so a fall event could be scheduled. Pat reiterated that she feels that whatever recognition occurs, should happen as soon as they move to Town. Waiting for a gathering that they might not attend, could deflate the purpose of the welcoming.

Barb and Pat agreed to draft possible language for the certificate to present at the next LEDC meeting.

6.) **Update from Laura Brennan on PACE Program in Lanesborough**

Kelli Robbins has told Laura that she is not interested in having the PACE Program make a presentation for the Lanesborough Select Board. Kelli prefers to wait until more towns have signed on to the program so she can respond to questions about just how the program could work in Lanesborough. Laura reminded the group that having the PACE Program could be a huge benefit to the Town because being a PACE community could be the deciding factor as developers make decisions about where to locate their projects.

7.) **Update on Lanesborough Signature Event Progress:**

**a). Town Recreation Committee** - Pat did hear from one of the co-chairs of the Lanesborough Recreation Committee. They fully supported the idea of Tour de Greylock and offered to help where they are needed. Pat was invited to their in-person meeting, but a lack of notice prohibited her attendance. They meet infrequently so hopefully Pat and that committee can connect at a future meeting.

**b). Communication with the Town** -Pat did not pursue a permit for the event as a decision needs to be made about whether to attempt the event in 2021 or postpone until 2022. She did have a conversation with Bill Mahon, a retired law enforcement professional about getting law enforcement support for the event. Bill met with the Berkshire County Sheriff (a personal friend) and reported back that the Massachusetts State police would be the group to work with in securing the route and providing emergency services. The cost is a minimum of four hours salary per officer. If the officer works beyond four hours, the salary increases to eight hours per officer. This expense is important to building a budget for the event. Barb reminded members that the budget year is July 1 – June 30 and that our approved budget is \$3200 for digital marketing, \$200 for member professional development and \$300 in postage.

As members began to discuss the budget for the event, the Zoom connection discontinued as the Select Board had a meeting scheduled that took precedence over the LEDC meeting.

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**Wednesday, May 5, 2021 at 5:30pm via ZOOM– Continuation of the meeting that was started April 28, 2021**

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

**Meeting was Called to Order at 5:32pm.**

7.) **Continuation of Update on Lanesborough Signature Event Progress:**

The budget discussion continued. Pat did get a commitment from her campground insurance company to insure the event, although she was not sure about the exact cost. Other budget items will include police protection, ambulance support, refreshments, signage, digital and print advertising, Pat agreed to develop a draft budget for the event. Tom Voisin stated that he felt the budget was crucial to deciding about whether to postpone the event to 2022. Barb

suggested that Adams Community Bank could be approached about being a major sponsor of the event.

**c). Timeline for the Event.** Pat presented a timeline for planning the event modeled after calendars used by other organizations that organize bike tours. After studying the timetable of activities that are necessary to have a successful event and a thorough discussion, members unanimously decided to postpone the event until the fall of 2022 with the understanding that it would be better to have plenty of time for planning and advertising and that COVID still makes the immediate future more uncertain for gatherings of large groups of people. Committee members agreed to try to find out what events were already scheduled for the fall of 2022 so that a new date for Tour de Greylock could be scheduled.

**d). Pick a Graphic Designer for Tour de Greylock event and general marketing for LEDC**

Laura presented the materials submitted by the graphic designers she invited to submit proposals. Kevin asked if we would “own” the designs developed in this process. Laura assured the group that we would own any materials developed by the selected designer.

After looking at the three proposals and examples of their design work, Pat suggested that given the postponement of Tour de Greylock, that promoting Lanesborough as an outdoor destination should be the priority. Tom asked if one designer could be selected for Tour de Greylock and a different designer for outdoor recreation. Laura assured the group we would offer designers the entire project or selected parts of it.

Members agreed that R.B. Design would be given the opportunity via ZOOM to meet with LEDC members on May 27, 2021 at 4:30pm.

- 8). Schedule Next Meeting for LEDC  
The next meeting will be June 3, 2021 at 5:30pm
- 9). Meeting Adjournment  
The meeting was adjourned at 7:38pm