

Lanesborough Economic Development Committee
June 3, 2021– Held remotely by ZOOM due to COVID-19 Pandemic
Minutes

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

- 1). **Meeting was Called to Order at 5:30 p.m. by Barb Hassan, Chairperson**
- 2). **The minutes of the April 28, 2021, and May 5, 2021 meetings were reviewed and unanimously approved as written. Note:** The April 28th meeting was disconnected by a meeting of the Select Board. LEDC resumed the April 28 agenda on May 5, 2021.
- 3). **Review Status of Agenda Items from May 5, 2021.**
Barb 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). **Lanesborough Outdoor Recreation Digital Advertising Campaign.**
Regina Burgio of R.B Designs was present on Zoom to continue to plan for the Lanesborough outdoor recreation digital campaign that was agreed to by committee members at her initial presentation on May 27. The LEDC pre-approved \$500 to be use for a market analysis. The market analysis will help direct the type of ads and where the digital ads might be placed. Barb reminded members that the additional expenditures need to be authorized before the end of the fiscal year. Pat Hubbard asked how Regina would be paid for her services. Laura Brennan shared that Regina will invoice 1 Berkshire and 1 Berkshire will invoice the Town of Lanesborough. The campaign will target Berkshire residents and New York and Boston metropolitan areas tourists with the goal of getting residents and tourists to spend their vacation dollars at Lanesborough businesses. Tom Voisin asked about the possibility of establishing a Facebook account for the Town of Lanesborough or LEDC. There was discussion about whom can authorize starting a Facebook page. A motion was made by Pat and seconded by Kevin Towle to approve the maximum amount for the campaign knowing that the Facebook page may not be approved. The motion unanimously passed. Barb and Laura agreed to talk to Kelli about the payment process.
- 5). **Business to Business** gatherings have been postponed until the fall. Governor Baker plans to lift COVID emergency order on June 15th. Laura agreed to compile a list of when and where the next B2B gatherings might be held. Members agreed that this discussion would be on the agenda of the next LEDC meeting.
- 6). **Town Employee and New Business Handbooks:** The business handbooks are still a “work in progress”. Laura and Pat will have a draft for the Committee to review at a future meeting. Laura reported that there were five new businesses registered at Town Hall since our last meeting. Diane Stephens, Town Secretary, updates the list and they are listed in the Town e-newsletter.

Several members commented on hearing that businesses have difficulty with the “red tape” required by the Town. Laura suggested that this topic be added to the agenda for the next meeting. Barb indicated that she has specific examples for the group to discuss.

Pat indicated that she would still like to see some formal presentation made to new businesses when they open here. She had a discussion with Kelli Robbins about presenting a certificate from the Town that could be displayed in local businesses. Kelli agreed that the Town could fund that project. Pat agreed to find or author wording for a certificate for members to consider at the next meeting.

- 7). **Tour De Greylock:** Committee members voted unanimously to postpone this event until the fall of 2022. September 24th was suggested pending checking if there are other conflicting bicycling events /fairs/festivals already scheduled for that date. Members agreed to check with their contacts to see if any conflicts exist.

Tom asked about whether members intended to participate in the already scheduled Baker Hill Road Zoom presentation. Barb indicated that we could not discuss this topic as it was not on the posted agenda. Tom expressed his concern that the Baker Hill Road District and the Berkshire Mall impact the economic growth in Lanesborough and should be discussed. Barb agreed to put it on the agenda of the next meeting.

- 8). Next scheduled meeting is on July 7th at 5:30 p.m. and will be held at Town Hall, in person in the Selectmen's office.

- 9). The meeting was adjourned at 6:15 p.m.

Respectfully Submitted

Patricia Hubbard
Recording Secretary, LEDC