

**Lanesborough Economic Development Committee
September 8, 2021–Lanesborough Town Hall – 5:30pm
Minutes**

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

- 1). **Meeting was Called to Order at 5:31 p.m. by Barb Hassan, Chairperson**
- 2). **The minutes of the August 11, 2021, meeting were reviewed and a motion was made by Tom Voisin and seconded by Pat Hubbard to approve the minutes as corrected.**
- 3). **B2B Event – September 9, 2021 at Mantiques**
Barb reviewed the agenda for the B2B with members. Invitations were mailed and event was included in the Town e-newsletter.
- 4). **Citizen Request/Complaint Form**
Laura Brennan has been appointed an editor of the Town website. The Citizen/Complaint Form will soon be available online. Residents and/or business owners will be able to complete the form online and then email it to the Town Administrator. This change should make it easier for businesses in Town to get their requests and complaints addressed.
- 5). **Doing Business in Lanesborough Handbook**
The Town employees are supportive of the development of this handbook for business owners in Lanesborough. Laura developed a draft for Lanesborough based on the Town of Adams Permit Handbook. Diane Stevens, Town Secretary, will share the draft with Amy, Ruth and other Department Heads to get their feedback and changes that would need to be made to reflect Lanesborough policies and procedures. Laura agreed to share the updated draft with the committee at the next meeting.
- 6). **Tour de Greylock**
Barb reported that LEDC does not need to get an event permit from the Select Board until one month before the event. Pat would like to make a presentation for the Select Board about Tour de Greylock once the sponsorship and registration materials are ready so they can support and promote it. Tom reported that he attended a meeting of the Town Recreation Committee to share the details of Tour de Greylock and to get their support for the event. Members of that committee raised concerns about parking on the day of the event. Tom agreed to continue to attend the Town Recreation Committee meetings to keep them informed about the activities of LEDC. The cost of designing the sponsorship and registration materials for Tour de Greylock will be \$1800. - \$2200.
- 7). **Marketing Lanesborough as an Outdoor Recreation Destination Update and Plans for Winter, Fall, Spring**
Laura provided a review of the digital ads that have been placed to promote Lanesborough as an outdoor recreation destination. The committee agreed to submit a budget request for 2022 for \$3700 for the purpose of continuing to promote Lanesborough. Barb suggested that the committee make spending decisions season by season. Members agreed to wait until Spring to place additional ads.

8). **LEDC New Member**

The form that citizens use to indicate their interest in serving on Town committees has been updated to include LEDC as an option. This committee currently has one opening. If more than one person expresses an interest in serving, then the Select Board will make the appointment decision.

9). **Next Meeting**

The next meeting is scheduled for October 13, 2021 at 5:30pm at Town Hall.

10). **Adjournment**

Tom made the motion to adjourn, Pat seconded the motion, all agreed so the meeting was adjourned at 7:05pm.

Respectfully Submitted

Patricia Hubbard

Recording Secretary