

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

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

The meeting was called to order by Chair Barb Hassan at 4:32 p. m.

This meeting was called to have Regina Burgio of RB Design review her proposal for Graphic Design Services for the Lanesborough Economic Development Committee (LEDC) and to determine if the LEDC wanted to include a market analysis at an additional cost of \$500.

Laura Brennan provided a brief update on the efforts to date of the LEDC regarding general outdoor recreation promotion and that we were moving away from Rack Cards and into digital marketing. She spoke about the postponement of the Tour de Greylock until 2022. She also spoke that our focus would be on general outdoor promotion in places like Facebook Advertising, websites like Berkshires.org and promotions to travelers. Now that we've chosen Regina as the designer to do our general outdoor recreation promotion we can dive into how do we want to spend our limited budget.

Regina Burio of RG Design Company then spoke to us on designing a campaign and what are the advertising choices. A market analysis was brought up and that she would work with a digital marketing specialist with a cost to LEDC at \$500.00. Members present unanimously agreed that this would be money well spent and therefore approved the spending of the \$500 for a market analysis.

The subject of what images do we want to display came up next. Laura Brennan brought up that outdoor recreation was the number one issue that town residents wanted to see as a result of a survey done as part of the Lanesborough Economic Development Plan study. Kevin Towle brought up a slogan to be used alongside this effort of "Find Your Lane". All present agreed this was a catchy slogan and should be incorporated as part of the advertising campaign.

The discussion of color pallet came up next. It was agreed that we should have an independent stand alone campaign with our choice of colors and not be tied into the Town's Web site color pallet.

We next spoke about in the early stages of our marketing campaign and that we should build up for the Tour de Greylock for 2022.

The themes that we asked Regina to focus on were hiking (Mt. Greylock) golfing, Pontoosuc Lake with fishing, boating, snowmobiling, bird watching; Ramblewild (not specifically mentioning their name, however mentioning the activities there); Cross country skiing (Mt Greylock and Pontoosuc Lake); Special outdoor venues like walking trails such as the Balance Rock Loop Trail; Constitution Hill Reserve and the Ashuwillicook Rail Trail and golfing and mini golf.

We discussed that the balance of our FY 2021 budget is between \$1000-\$1400 and that we should do as much upfront spending now. Any marketing of Lanesborough should use the word of Lanesborough spelled out as "Lanesborough".

The next meeting is scheduled for Wednesday June 2, 2021 at 5:30pm.

The meeting was adjourned at 5:24 p.m.

Respectfully Submitted by
Barb Davis-Hassan, Chair
LEDC