

Lanesborough Economic Development Committee
June 23, 2022 – Newton Memorial Town Hall, Lanesborough MA
Minutes

Present: Barb Hassan, Chairperson. **Members:** Tom Voisin, Pat Hubbard, Kevin Towle (by phone), Laura Brennan, representative from Berkshire Regional Planning Commission.
Guest: Brian Rhodes, Reporter, iberkshires.com

The meeting was called to order by Barb Hassan, Chairperson, at 5:03pm.

1). A motion to accept the minutes of the May 26, 2022 meeting as corrected was made by Tom Voisin, seconded by Pat Hubbard. Motion passed.

2). **Business to Business Event**

The Spring B2B event was hosted by Inspired Creations, 495 Main St. Lanesborough, on June 15, 2022. This was another successful event. As a result of this gathering, several businesses agreed to promote each other and purchase the goods/services they provide. Several businesses received their Welcome to Doing Business certificates. They were surprised and delighted to be recognized for their contribution to the Lanesborough community. Members agreed to suspend the next B2B until the fall after Tour de Greylock.

3). **Update on Doing Business in Lanesborough Handbook**

Laura Brennan informed members that Josh Lang, Town Administrator, is in the process of changing the Lanesborough Town website format and to a different host. She recommended that we wait to post the final copy on the document until the new website is up and running. In addition, she asked that Kevin Towle review the permit flow chart that was modeled after the Adams template to determine first, whether it should be included in our handbook and second, if it is to be included, what format/detail is needed to make it understandable and useful to new and existing businesses. The website links will also need to be updated considering the new website. Tom suggested that an Executive Summary be written for the publication that would be printed and distributed in print to interested residents or prospective business owners. Pat agreed that an Executive Summary would be helpful in promoting the new publication.

4). **Home Based Business Expo**

Committee members unanimously agreed that Laura should continue to survey these business owners for their interest in participating in the proposed event. Members also agreed that Tour de Greylock was a priority for the fall and that this event, if it does happen, would be scheduled in the Spring.

5). **Tour de Greylock**

Laura reported that the event now has three registered participants. Pat reported that planning continues. Charlie Durfee, as the Director of Emergency Management for Lanesborough, requested the ride route which Pat provided for him. Brian Rhodes, iberkshires reporter, requested the ride route for

his article. Pat informed him that the actual ride directions are not divulged before the cyclists receive the directions for their ride on the cue sheets they receive at registration. Pat agreed to email him a general description of the ride route for his article. Members discussed the options for the "bling" that cyclists would receive for participating in the ride. Suggestions included: water bottles, hats, shirts. Members decided to order beige baseball caps with Tour de Greylock and Lanesborough, Ma. embroidered on it. Barb and Pat indicated that they both had possible vendors that could provide the hats. Pat personally visited all the bicycle/sports shops in the Pittsfield area to promote the event. She will now reach out to all the other bicycle/sports stores in the Berkshires. She also informed members that the ride registration information will be e-mailed to all the cycling clubs in the Northeast with the goal of boosting registration. Pat requested that Laura get jpeg images of the cycling event promotions to her so she can attach them to any requests for information.

5). Old Drive-In Sign

Pat agreed to contact William Decelles, Director of DPW about the cost of refurbishing that sign and whether it might be possible for his crew to take that on as a project. Pat asked if any remaining money from the 2022 LEDC budget could be allocated to do the design of the sign. Barb indicated that she was getting clarification about the actual amount of money remaining in the budget and what expenses have been submitted to the Town on the committee's behalf.

6). Next Meeting

Wednesday, July 27 at 5:00pm at Town Hall.

7). Adjournment

Tom made the motion to adjourn at 6:15pm and Pat seconded the motion. Committee members unanimously agreed.

Respectfully Submitted

Patricia Hubbard

Recording Secretary, LEDC