

Lanesborough Economic Development Committee
May 26, 2022 – Newton Memorial Town Hall, Lanesborough MA
Minutes

Present: Barb Hassan, Chairperson. Members: Tom Voisin, Pat Hubbard, Kevin Towle (by Zoom), Laura Brennan (by Zoom), representative from Berkshire Regional Planning Commission.

The meeting was called to order by Barb Hassan at 5:15pm.

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

2). COVID Impact Survey

This four-question survey was designed by the Berkshire Regional Planning Commission to document the impact of COVID in Berkshire County. The results will be used for future planning purposes. It was distributed to Select Boards throughout Berkshire County. Laura informed members that Wiley Goodman from the Berkshire Regional Planning Commission had made a presentation for the Select Board to determine who should complete the survey. It was suggested that the LEDC might be the logical choice. Members decided to advise the Select Board to complete the survey as it asks broad questions, beyond economic development issues, that our members would not be fully prepared to answer and as Select Board members would be better prepared to organize a response to the survey.

3). Business to Business Networking (B2B)

Laura Brennan sent 150 invites to the next B2B event that is scheduled for June 15, 2022 at Inspired Creations, 495 Main St., Lanesborough, MA. The notice of this event will also be in the Lanesborough e-newsletter. Barb also posted descriptions and pictures from all the previous B2B's on the Lanesborough Hometown Facebook page.

4). Best Foot Forward Project

Laura has continued to provide support to Lanesborough even though there has been a lapse in the contract with Berkshire Regional Planning Commission. The Best Foot Forward Project is a grant funded project that offers funds to businesses on Route 7 to improve the frontage of their buildings. It is anticipated that \$500-\$1,000 grants will be awarded. A few of the businesses in Lanesborough have applied and are waiting to see if they will receive the funds.

5). Doing Business in Lanesborough brochure

Laura added the Economic Development Committee information to the handbook, as requested at the last meeting. Barb told members that the Town Administrator was changing the design of the Town of Lanesborough website, so she recommended that we wait to post the final document after the new website is established. Laura asked members about the value of including the permit flow charts as the template from Adams, Ma had done. Laura will ask Kevin Towle for his opinion. Tom Voisin suggested printing an Executive Summary of the handbook for distribution. Pat agreed and suggested that we print 100 copies to have available at Town Hall.

6.) Welcome to Doing Business in Lanesborough Letters and Certificates

The letters and certificates will continue to be distributed at B2B events. Members continued the discussion from the last meeting about how to best recognize home-based businesses in Lanesborough. It was decided that the committee would leave this item on the agenda with the goal of working toward a Spring 2023 event. Laura agreed to survey the home-based businesses to try to determine any interest in participating in the event.

7.) Tour de Greylock

Pat Hubbard shared that now that the ride registration flyer and sponsorship form are available, she will begin to visit bike shops in the area, email registration forms to bike clubs in the Northeast and post it on any related Facebook pages. The committee confirmed that Barb Hassan Realty and Mt. Greylock Campsite Park will share the lead-sponsor role and split the \$3000. sponsorship fee. Pat will bring suggestions for ride giveaways to the next meeting. R.K. Designs is setting up the Facebook page for the ride and Pat agreed to monitor the page and respond to email questions about the ride.

8). Old Drive-In Sign on Route 7

Pat agreed to check with DPW about the cost of refurbishing the sign.

9). Next Meeting

The next meeting is scheduled for June 23, 2022 at 5pm at Town Hall.

10). Meeting Adjournment

Tom made the motion which was seconded by Pat to adjourn this meeting at 6:15pm.

Respectfully Submitted

Patricia Hubbard

Recording Secretary, LEDC