

Lanesborough Economic Development Committee
April 28, 2021 and May 5, 2021– Held remotely by ZOOM due to COVID-19 Pandemic
Minutes

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

- 1). **Meeting was Called to Order at 5:31pm.**
- 2). **The minutes of the March 10, 2021 were reviewed.** Laura Brennan asked that the group focus on a sentence in Section 7 – Digital Marketing that stated, “Laura sent requests for proposals for outdoor recreation digital advertising campaign/Tour De Greylock to three designers.” She asked that Tour de Greylock be stricken from that sentence as the requests were for outdoor recreation advertising only. A motion was made by Kevin Towle and seconded by Pat Hubbard to approve the minutes as amended. The vote was unanimous.
- 3.) **Review Status of Agenda Items from March 10, 2021**
Barb Hassan 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). **Pat Hubbard and Laura Brennan Update on New Business Booklet**
Laura explained that work continues on the New Business Booklet at Town Hall. The staff is reviewing the Town of Adams publication for similarities and differences in the kind of permits required and the processes for obtaining them. Pat indicated that she felt that the booklet for business owners should be the priority for the LEDC, given our mission. Town employees will benefit from having both booklets completed in that they may be clearer about their own processes and perhaps can streamline them and business owners will be more knowledgeable about what permits they need and how to obtain them. Pat continues to work on the introduction, history, maps, and demographics that the committee agreed would be important to include in the business owner publication. Kevin suggested that Pat could use the Lanesborough Economic Development Plan as a reference for the sections she is developing for the new business booklet.
- 5.) **Some Kind of Recognition from LEDC for New Businesses in Town**
Laura reported on the new businesses in Town. They include: J. Paris Roofing, Brush Hour Painting, and Hilltop Farm and Fiber Arts. Mantique (also new) in the old Vacation Village is hosting a fundraiser with music to benefit cancer this weekend. Pat spoke to Kelli Robbins about recognizing new businesses in Town and she fully supported the idea. Ms. Robbins indicated that the Town could print a certificate, that includes the Town seal, could be given to and then displayed by new owners. Pat suggested that a small delegation of LEDC members visit new businesses to officially welcome them, present the certificate and take photos for the Town website and Berkshire Eagle. Barb suggested that this recognition could happen at LEDC Business to Business Network events when they resume. Governor Baker has indicated that all COVID restrictions will be lifted August 1, 2021 so a fall event could be scheduled. Pat reiterated that she feels that whatever recognition occurs, should happen as soon as they move to Town. Waiting for a gathering that they might not attend, could deflate the purpose of the welcoming.

Barb and Pat agreed to draft possible language for the certificate to present at the next LEDC meeting.

6.) Update from Laura Brennan on PACE Program in Lanesborough

Kelli Robbins has told Laura that she is not interested in having the PACE Program make a presentation for the Lanesborough Select Board. Kelli prefers to wait until more towns have signed on to the program so she can respond to questions about just how the program could work in Lanesborough. Laura reminded the group that having the PACE Program could be a huge benefit to the Town because being a PACE community could be the deciding factor as developers make decisions about where to locate their projects.

7). Update on Lanesborough Signature Event Progress:

a). Town Recreation Committee - Pat did hear from one of the co-chairs of the Lanesborough Recreation Committee. They fully supported the idea of Tour de Greylock and offered to help where they are needed. Pat was invited to their in-person meeting, but a lack of notice prohibited her attendance. They meet infrequently so hopefully Pat and that committee can connect at a future meeting.

b). Communication with the Town -Pat did not pursue a permit for the event as a decision needs to be made about whether to attempt the event in 2021 or postpone until 2022. She did have a conversation with Bill Mahon, a retired law enforcement professional about getting law enforcement support for the event. Bill met with the Berkshire County Sheriff (a personal friend) and reported back that the Massachusetts State police would be the group to work with in securing the route and providing emergency services. The cost is a minimum of four hours salary per officer. If the officer works beyond four hours, the salary increases to eight hours per officer. This expense is important to building a budget for the event. Barb reminded members that the budget year is July 1 – June 30 and that our approved budget is \$3200 for digital marketing, \$200 for member professional development and \$300 in postage.

As members began to discuss the budget for the event, the Zoom connection discontinued as the Select Board had a meeting scheduled that took precedence over the LEDC meeting.

Wednesday, May 5, 2021 at 5:30pm via ZOOM– Continuation of the meeting that was started April 28, 2021

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

Meeting was Called to Order at 5:32pm.

7). Continuation of Update on Lanesborough Signature Event Progress:

The budget discussion continued. Pat did get a commitment from her campground insurance company to insure the event, although she was not sure about the exact cost. Other budget items will include police protection, ambulance support, refreshments, signage, digital and print advertising, Pat agreed to develop a draft budget for the event. Tom Voisin stated that he felt

the budget was crucial to deciding about whether to postpone the event to 2022. Barb suggested that Adams Bank could be approached about being a major sponsor of the event.

c). Timeline for the Event. Pat presented a timeline for planning the event modeled after calendars used by other organizations that organize bike tours. After studying the timetable of activities that are necessary to have a successful event and a thorough discussion, members unanimously decided to postpone the event until the fall of 2022 with the understanding that it would be better to have plenty of time for planning and advertising and that COVID still makes the immediate future more uncertain for gatherings of large groups of people. Committee members agreed to try to find out what events were already scheduled for the fall of 2022 so that a new date for Tour de Greylock could be scheduled.

d). Pick a Graphic Designer for Tour de Greylock event and general marketing for LEDC
Laura presented the materials submitted by the graphic designers she invited to submit proposals. Kevin asked if we would “own” the designs developed in this process. Laura assured the group that we would own any materials developed by the selected designer.

After looking at the three proposals and examples of their design work, Pat suggested that given the postponement of Tour de Greylock, that promoting Lanesborough as an outdoor destination should be the priority. Tom asked if one designer could be selected for Tour de Greylock and a different designer for outdoor recreation. Laura assured the group we would offer designers the entire project or selected parts of it.

Members agreed that R.B. Design would be given the opportunity via ZOOM to meet with LEDC members on May 27, 2021 at 4:30pm.

- 8). **Schedule Next Meeting for LEDC**
The next meeting will be June 3, 2021 at 5:30pm

- 9). **Meeting Adjournment**
The meeting was adjourned at 7:38pm

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

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

Call to Order

The meeting was called to order at 5:30pm by Barb Hassan, Chairperson.

Review of the Meeting Minutes from October 13, 2021

Barb Hassan distributed minutes from the October 13th meeting with suggested corrections. A motion was made by Tom Voisin and seconded by Barb to approve the minutes as amended. The motion unanimously passed.

Barb welcomed Joe Prince, the owner of Mantiques and the newest member to be appointed by the Select Board to the Lanesborough Economic Development Committee. Members introduced themselves. Joe provided members with an overview of his business and reiterated his commitment to increasing the number of business opportunities and improving the business climate in Lanesborough.

Business to Business (B2B) Networking Events

Barb reported that the owners of Lanesborough Local, the new market in the old Vacation Village site agreed to host a B2B event in early January 2022. In addition, the Old Stone Church is being renovated as event space and the new owners may also be interested in hosting a B2B event next year. Laura Brennan agreed to stop by Lanesborough Local to discuss possible dates in February. Joe agreed to get Laura the email address for the owners of the Old Stone Church so that she could contact them about a Spring date.

LEDC Business Handbook

Laura reported that she sent the draft copy of the booklet to Department Heads in the Town again for their review and corrections. Pat Hubbard reviewed the history of the purpose and development of this booklet with Joe so he, as a business owner himself, could make suggestions to improve the booklet. Laura gave Joe a draft of the booklet for his review and comment at the next meeting. Laura asked about including demographics, geographical and zoning information in the booklet. Members agreed that the demographics and geographic boundaries would be important to new business owners but including zoning information would not be necessary as it is available to them in other formats if they need it.

Laura agreed to make sure the new Town Administrator, Joshua Lang, received a copy for his review and comment.

Welcome to Lanesborough Certificate for New Businesses

This agenda item was tabled until the next meeting.

Lanesborough Signature Outdoor Recreation Event - Tour de Greylock

Pat distributed a proposed route for the bike ride. Tom Voisin expressed the concern of the Recreation Committee that parking on a Saturday at Laston Park would be difficult as there are youth games being held there in late September. After reviewing the route, he also expressed concern about the number of roads that would have to be crossed by the riders. He suggested having riders take the Ashuwillticook Rail Trail to Adams and North Adams to Route 2. Laura suggested taking the current ride route and reverse it, go counterclockwise.

The following route suggestions were made:

- Joe volunteered to have the ride start at Mantiques and end at Mantiques. There is plenty of parking and enough room to do registration and a post ride celebration. The route would be through Williamstown, North Adams, Adams, Cheshire, Ashuwillticook Rail Trail and back to Lanesborough (via Swamp Rd. to Summer St. to Route 7). Joe also indicated that Ameritech would probably be interested in hosting an additional parking lot for the event, if needed.
- Start and end the ride at the Berkshire Mall. There is plenty of parking and ample space for registration and a post ride celebration. The route would be Swamp Rd. to Summer Street to Route 7 to Williamstown, North Adams, Adams, Cheshire, Ashuwillticook Rail Trail and back to the Mall.
- Start the ride at Mantiques and end at the Berkshire Mall. The ride could provide a shuttle from the Berkshire Mall back to Mantiques for riders to get their cars and to participate in a post ride celebration.

Pat agreed to outline these options in the ride format for the next meeting. Pat distributed a list of potential ride sponsors for the committee to review. Laura distributed drafts of the ride registration materials for members to review. She asked that any additions or corrections be given to her by December 3rd so that R.B. Designs can begin to develop the sponsorship and registration materials for the event.

Joe commented on how important he thought this event could be to Lanesborough and offered to have Mantiques be the event sponsor at a cost of \$3000. Members expressed their gratitude for his generosity. Pat stated that Mt. Greylock Campsite Park would take one of the \$1000. sponsorships. Joe suggested that if the proposed levels of sponsorship were too expensive for businesses and individual, there could be alternatives such as sponsoring a section of the ride, hosting a porta-potty or rest area for a smaller fee.

Pat will provide a revised budget for the event at the next meeting. There was discussion about how the proceeds from the ride would be used and just where BNRC planned to put the bridge from Laston Park to the trails on Constitutional Hill. Laura reminded the group that BNRC had not yet determined the location or the cost of the bridge. Wylie Goodman suggested that members investigate www.bikereg.com as a possible resource for managing the ride. She also suggested that the group consider a design the bridge component to the ride if there was more information about the scope of work involved in the construction on the bridge.

Next Meeting

The next meeting was scheduled for February 9, 2022 at 5pm at Town Hall.

Adjournment

A motion was made by Pat and seconded by Tom that the meeting be adjourned at 6:42pm. The motion passed unanimously.

Respectfully Submitted
Patricia Hubbard
Recording Secretary, LEDC