

**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