



Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE
ECONOMIC DEVELOPMENT COMMITTEE

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Economic Development Committee (EDC) – Meeting Minutes for April 5, 2017

Members Present - Joe Serio, Jeff Crowley, Eric Callahan, and Jim Delisle.

Others Present - Steve Wallace - Town Planner.

Members Absent – Ralph LeBlanc.

Meeting called to order at 7:05 PM by Chairman Serio.

The EDC's first order of business was to approve the minutes from the February 1st, 2017 meeting (all in favor).

Unfortunately, Dave Bryant from Talon Graphics was not able to attend tonight's meeting, nor did he provide any drafts of the fact sheet/map for the Committee to review.

The Committee moved onto a wrap up of the Economic Development Self-Assessment project that was funded through the Governor's Community Compact program. Barry Bluestone, the Director of the Dukakis Center gave the final presentation for the project on the evening of March 1st. Mr. Bluestone's message was that Westminster has all of the elements that new businesses look for when deciding where to locate, with the one exception of public transportation. He also noted that Westminster has done everything within its power to welcome new economic development.

The next item up was a briefing by the Town Planner on the Town's application to Mass-Development's new Site Readiness grant program. The Town is requesting grant funds to investigate the infrastructure needs of our two primary industrial areas: the Westminster Business Park and the Simplex Drive industrial district. We should learn the fate of this grant request by the end of the month or early May.

The Town Planner then gave a briefing on the morning event jointly sponsored by the EDC and the North Central MA Chamber of Commerce. The event was held at the Chamber office in Fitchburg this morning and was attended by approximately 40 people. At this event, which was geared towards local merchants with storefronts, a marketing specialist gave tips on how downtown businesses can increase foot traffic and web-based business volume.

The last item discussed was the Johnny Appleseed Visitor Center and its recent emphasis on selling merchandise rather than promoting the area. Chairman Serio cited the example of the brochure rack being located on the floor where people have to get down on their knees to see what the area has to offer. The EDC plans to take this matter up with the Chamber and the Visitor Center Director.

The meeting adjourned at 7:40 PM. The next meeting of the EDC will be Wednesday night, May 3rd, 2017 at 7:00 PM.