



# Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE  
ECONOMIC DEVELOPMENT COMMITTEE

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## **Economic Development Committee (EDC) – Meeting Minutes for May 7, 2014**

Members Present: Richelle Brown, Jeff Crowley, John Fairbanks, Scott Aubuchon, Joe Serio

Others Present: Steve Wallace, Town Planner

Members Absent: John Fairbanks and Ralph LeBlanc

Special Guest: David McKeehan, Regional Tourism Council Director for the Johnny Appleseed Trail Association.

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

The Committee reviewed the minutes from the March 5th meeting. Richelle made a motion to accept with two minor corrections (typos). Jeff Crowley seconded. The motion passed 4 to 0.

David McKeehan provided an overview of the Johnny Appleseed Trail Association, its history, its accomplishments, its current activities and its plans for the future. Jeff noted that David would be retiring soon and thanked David for all that he has done for the region, Westminster and the ski area in particular.

The Committee moved onto discussing the promotional brochure/map. Since the Trail Association has generously offered to fund the cost of preparing the brochure/map, David stayed on to participate in the discussion. Jeff alerted the Committee that our preferred vendor, MTC Printing out of Leominster, was going out of business. The Town Planner will begin investigating our options for securing source for designing/printing the brochure/map, but we do have a reasonable price quote from Discover Maps out of Waitsfield, VT, and they are the entity that has prepared the “cartoony” maps for other towns and regions in New England. The EDC would prefer a local vendor, but we can use Discover Maps if all else fails.

The Committee discussed the draft data collection sheet, and made one addition: adding an entry for social media links (Twitter, Facebook, etc.). It was decided that the Town Planner would send the EDC members the list of businesses we previously decided to include in the brochure/map, and each EDC member would choose eight businesses to contact. David pointed out that the State might find soliciting advertisements to be a bit “problematic”, so it was decided to dispense with the solicitation of advertisements and simply to solicit the core content contained in the data collection form. The EDC will finalize the data collection sheet and each member’s choice of businesses to contact at the next EDC meeting in June.

The Town Planner concluded the meeting by updating the EDC on where things stood with the DPW Commissioner's plans for addressing the Town's sewer capacity issue. While it looks like DPW has decided to back to its original idea of an in-line sewer storage system, no final decision has been made. The EDC members agreed that this is an important issue for the Town to address and would like to be kept abreast of the situation.

The meeting adjourned at 8:00 PM.

The next meeting of the EDC will be Wednesday night, June 4<sup>th</sup>, 2014 at 7:00 PM in Room 112.