



# Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE  
ECONOMIC DEVELOPMENT COMMITTEE

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## **Economic Development Committee (EDC) – Meeting Minutes for December 4, 2019**

Members Present - Jim DeLisle, Joe Serio, Eric Callahan, Ralph LeBlanc, and Town Planner Stephen Wallace. Special guest: Jeff Roberge - Workforce Board Director of the Mass Hire North Central Career Center.

Meeting called to order at 7:00 PM

The first order of business was approving the meeting minutes from October 2019, all in favor.

Next up was Mr. Roberge who gave the Committee an overview of the regional career center, how they are funded, how they are organized, and the services they offer. Mr. Roberge confirmed that if were Westminster to land a large employer, the Career Center could help recruit talent by hosting a job fair, as well as provide job training opportunities. With several large industries evaluating Westminster as a place to do business, the Career Center would be an excellent resource for employee recruitment and training.

Next item was an update on the Town's wayfaring signage program. The mock-up wayfaring sign has been delivered. Before the full order can be placed with our sign vendor, the Town Planner needs to get together with DPW and conduct one final sign siting exercise to determine the exact location of each sign and the direction of each sign panel. The Town Planner expressed his exasperation with DPW for putting off their assistance with this effort. The Planner first requested DPW's assistance in early September, was put off to the middle of November, and then again to December, and DPW has yet to render the necessary assistance. The Town needs to place its order with Add-A-Sign this calendar year in order to lock in the price quote it received back in July. Chairman Serio and Selectman DeLisle said that would follow up with DPW on this matter.

Next up: the three promotional videos the EDC has been working on with CGI Communications. CGI visited Westminster on October 18 & 19 and shot footage for the videos and first cuts have been delivered to the Town for review. The Town Planner went over his suggested edits to the videos and Chairman Serio suggested one last edit regarding Wachusett Mountain. The Town Planner will pass along the Town's suggested video edits to CGI this coming Friday morning.

The EDC skipped the last item on the agenda: update on recent economic development activity.

Before the meeting was adjourned, the Town Planner shared a price quote from Lynn Fountain Creative to update the Town's promotional brochure and suggested that the EDC include \$3,000 in its budget for Fiscal Year 2021 to cover the cost of updating the map and printing 3,000 copies of the promotional brochure. This amount of brochures should get the Town through the next three or four years.

The meeting adjourned at 7:32 PM. The next meeting of the EDC will take place on Wednesday February 5th, 2020.