



# Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE  
ECONOMIC DEVELOPMENT COMMITTEE

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## **Economic Development Committee (EDC) – Meeting Minutes for November 4, 2020**

Members Present - Jim DeLisle, Joe Serio, Ralph LeBlanc, Eric Callahan and Town Planner Stephen Wallace.

Meeting called to order at 7:10 PM

The first order of business was approving the meeting minutes from September 2020, all in favor.

The Town Planner provided an update on the EDC's wayfaring signage program. The three wayfaring signs for the village center have been installed by DPW and the remaining three will be installed next spring. Chairman Serio noted several issues with the installed signs that he will address directly with the DPW Director. Town Planner suggested that when DPW installs the three remaining signs next spring, that both he and Chairman Serio should be present. Chairman Serio will also work with Add-A-Sign on the two acknowledgement plaques for the Westminster Village Foundation who provided partial funding for the project.

The next item discussed was updating the Town's promotional brochure/map. The Town Planner noted that Chairman Serio and Vice Chairman Crowley had yet to complete their business outreach assignments for this project. Chairman Serio indicated that he has more time available now that he has hired some additional help for the Pharmacy. Chairman Serio said he would take care of his and Jeff Crowley's outreach assignments over the next two months. It was agreed that the Committee would try to have all of the brochure content updated by the end of the year so that we can pass it on to our graphics consultant. Chairman Serio said that he would like to see some new photos in the map/brochure and will send some along for the Committee's consideration. He also suggested asking Administrative Assistant Stephanie Lahtinen if she has some photos we could use.

Town Planner gave a brief update on current economic development activity in Town.

Chairman Serio concluded the meeting by showing the Committee members videos made about the upcoming Westminster Dog Show and the Cracker Festival.

The meeting adjourned at 7:47 PM. The next meeting of the EDC will take place on Wednesday January 6th, 2021.