



Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Phone: (978) 874-7414

Economic Development Committee (EDC) – Meeting Minutes for June 6, 2018

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

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

The first order of business was approving the meeting minutes from May 2nd, all in favor.

Next up was discussing the logistics for holding a public event for the EDC's next initiative: a wayfaring signage program for the Town. The program is intended to provide directional signage to the Town's various points of interest for visitors and new residents. The purpose of the public forum is to seek citizen input on what the Town should advertise as part of its wayfaring signage program, where the signs should be located and what the signs should look like. The Town Planner noted there were a couple of grant programs that could help fund this endeavor.

The EDC members and Town Planner went over the agenda, presentation, refreshment responsibilities and the next steps to take after the forum to be held on Saturday morning June 9th, from 10 am to noon in the Selectmen's meeting room. The forum will cover one additional topic: seeking input on how to design a community bulletin board to be located on Town-owned property at the intersections of South Street, Leominster Road and Academy Hill Road.

Once again, EDC members discussed whether or not the Town could advertise a private commercial venture like the Wachusett Ski Area or the Old Mill Restaurant. While there is no law against this, Town Counsel advises against advertising individual businesses as part of a wayfaring signage program, and the Public Works Commissioners do not want to see the Town cluttered with off-premises signs promoting local businesses. The Town Planner also noted that our grant applications stand a better chance of being funded if we simply limit our wayfaring signage program to municipal buildings and community points of interest. It was decided that the first iteration of the program would limit itself to just these items and revisit the signage for local businesses at a later date.

The meeting adjourned at 7:40 PM. The next meeting of the EDC will take place on Wednesday August 1st.