



Town of Westminster

MASSACHUSETTS 01473

FROM THE OFFICE OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Phone: (978) 874-7414

Economic Development Committee (EDC) – Meeting Minutes for August 7, 2019

Members Present - Eric Callahan, Jim Delisle, Joe Serio, and Town Planner Stephen Wallace

Meeting called to order at 7:10 PM

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

Next item was an update on the Town's wayfaring signage program. The Town Planner has placed an order with Add-A-Sign to manufacture a mock-up wayfaring sign that can be used for the sign siting exercise with DPW. DPW and Town Planner will go around to each of the seven wayfaring sign sites and determine the exact location to place the sign, as well as the direction of each sign panel. Once this siting exercise is done, the Town Planner will place the full order with Add-A-Sign. Chairman Serio expressed a desire to have the signs installed prior to the Cracker Festival in October, but this will be dependent on when the signs are ready and when the Department of Public Works can install them.

Next up was discussion about the promotional videos the EDC will be working on with CGI Communications. CGI has begun contacting our storefront businesses about participating in the program and have so far rounded up six businesses to participate. For the three promotional videos that CGI is preparing on behalf of the Town, the speakers have been lined up and charged with writing the scripts for their portions of the video. CGI will come out to Westminster in mid-October to film these videos.

Last item: The Town Planner briefed the EDC members about a couple of potential new industries that are scouting out the Westminster Business Park.

The meeting adjourned at 7:50 PM. The next meeting of the EDC will take place on Wednesday September 4th, 2019.