



Economic Development Committee

Meeting Minutes

December 18, 2019

Members Present: Whitney Friberg, Katie Young, Donna McGrath, Peter Walker

Meeting started at 6:35 pm

Minutes read and approved.

Whiney opens the meeting with discussion about sign by-laws, as Todd is not available again. Katie proposes obtaining a copy of Todd's agenda for the by laws on the signs.

Committee talks about ideas for businesses to visit in January: Go Green Mfg, the Country Trail, Hubb Wellness Center.

"Welcome to Hubbardston " Signs - the committee decided sponsorship should be yearly with a \$2,500.00 sponsorship fee for signs located on Rte. 68 and Rte. 62; and \$1,500.00 sponsorship fee for signs located on lower traffic roads. There are 2 local businesses that have inquired about sponsorship - Whitney is communicating with both of them.

Peter suggests a lottery & a call to starting bid with social media, flyers, town web page, and face to face meeting with potential sponsors. Whitney agrees and suggests that this effort requires reaching out to potential sponsors and meeting with them in person.

The committee moves on to the approval of sign pricing.

Katie motions for the Rt. 68 & Rt. 62 signs be priced at \$2,500. All agreed.

Katie motions for lower traffic signs to be priced at \$1,500. All agreed.

The Airbnb and Wedding/Events guides are in the works and will be discussed with the Police Department to determine their requirements, if any.

An Airbnb seminar is being planned for mid-Spring.

The Quabbin Country vision and intentions will be discussed at a future meeting when there are more members present.

Before closing, Whitney brought up that she'd spoken with Alice Livdahl, Planning

Board Chair, about a project on historic homes registry and plaques. Whitney said she'd like to invite the person in charge of that project to attend one of our meetings and share ideas about working together on the project since historic homes, tours, etc. appeal to a large audience and can result in great options for bringing visitors to Hubbardston.

Meeting was adjourned at 7:51.