



# Economic Development Committee

## Meeting Minutes

November 20, 2019

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**Members Present:** Whitney Friberg, Donna McGrath, Peter Walker, Lisa Durant

**Meeting started at 6:32 pm**

**Minutes read and approved.**

Todd Miller was not available again so we will have him return at a future date.

Whitney talked about the recent business tours. They visited the Hub Town Diner, Giacomo's and the Pizza Palace. All 3 business owners reported that they were pleased with how their businesses were coming along and felt supported by the community.

A discussion about the Master Plan and the Community Survey was postponed until a future meeting with more members attending.

The committee discussed the final design of the "Welcome to Hubbardston" signs. The design committee decided to replace the Town Seal with a nonesuch apple, allowing for the "est." and "1767" to be more visible/easier to read as well as a savings of \$200.00 for each sign.

Suggestions about locations for signs were discussed: Rte. 68 from Gardner, Rte. 62, New Templeton Rd, New Westminster Rd, Rte. 62 - Barre/Hubbardston line were proposed. Whitney is getting traffic counts to help determine sponsorship costs for each location - signs in higher traffic locations would cost more to sponsor. Whitney said the traffic counts will also be helpful when speaking with potential sponsors. Peter suggests putting up the first 2 paid signs and using those sponsorship funds to pay for the remaining 3 signs in order to save on current available funds.

We were asked to think about various options/structures for payment for each sign and agreed to discuss and take a vote at the next meeting.

We discussed sponsorship for the signs and Lisa suggested having info on the town website, a letter to the schools, town flyers and social media.

Ideas for Pinecrest "thank you" were discussed and will be determined after the New Year.

We are choosing some "landmark" locations for marketing, photo opportunities and tourism.

Meeting was adjourned at 7:25