



Town of Pepperell Economic Development Advisory Committee

1 Main Street, Pepperell, Massachusetts 01463-1644

Meeting Minutes-March 19, 2020

Committee Members Present:

Mark Mathews, Chair
Joyce Morrow, Clerk
Kelli Ann Kinney
Stephen Themelis
Chuck Walkovich

Committee Members Absent:

Chet Babineau
Phil Lenker

Others Present:

Diane Cronin

Meeting Convened at 6:00 pm. Pledge of Allegiance took place. Meeting was not recorded.

1. Minutes of the February 20, 2020 meeting

Minutes of the February 20th meeting were accepted and approved.

2. Discussion / Action Item

Diane Cronin (Historical Commission) presented an Overview of the Wayfinding Project. She mentioned that other members of the project were TA and Casey Campetti (Planning Board). Pepperell received \$17.6K funding from the Commonwealth of Massachusetts which expires June 30, 2020 to be used for branding purposes for the Town. Diane briefed EDAC members on the project status, Wayfinding strategy, and next steps. Several samples of signage were distributed to EDAC members and Diane provided brief details about each type of sign. Discussions and recommendations from EDAC members followed Diane's presentation. It was suggested that Diane contact NMCOG who had a GIS database of Pepperell and could potentially help identify key locations for the different types of signage we could consider. So far, location priorities are RR Square, Rotary, Town Hall. Other locations are being considered that align with historic landmarks, etc.

3. Brief Update from Committee members on external resources

Action Items list was distributed to EDAC members in advance of meeting. Chair went down the Action Items list and asked for any additional input. Members agreed to continue following up with contacts previously identified.

4. Brief update on projects that EDAC could focus on

Chair requested EDAC members to think about selecting five doable projects to work on which could be attainable within a short period of time. He asked for at least three to four projects that could be accomplished within a short timeframe that could be presented at the next Town Meeting (May 2020) for downtown beautification/enhancement to represent a form of stimulus to the town residents regarding economic development activities under way.

5. Open Forum

Diane Cronin asked to speak about a few ideas for the EDAC group to consider exploring:

- (1) She suggested that someone from EDAC contact Al Patenaude who was identified as a key property owner in RR Square. She indicated that RR Square was a high visibility location, and that it would be helpful to learn what Mr. Patenaude envisioned for that location.
- (2) Diane went on to mention that a Walking Path (Town Field) was an ongoing project that could enhance the Main Street corridor area. She asked if the EDAC group could look into the status of this project as well.
- (3) Diane suggested that EDAC consider a marketing strategy for Pepperell to identify Pepperell's assets which could be communicated both locally and regionally through a printout, newsletter, or another public announcement vehicle.

6. Adjournment

Motion was received and approved to adjourn at 7:00 pm.