



Town of Pepperell

Economic Development Advisory Committee

1 Main Street, Pepperell, Massachusetts 01463-1644

Minutes – April 21, 2022 Meeting

Committee Members Present:

Stephen Themelis, Chair
Joyce Morrow, Clerk
Chet Babineau
Kelli Ann Kinney
Chuck Walkovich

Committee Member(s) Absent:

Bruce Bonnevier
John Masiello

Additional Attendee(s):

Diane Cronin
Brooke Ramthun

Meeting Convened at 6:02 PM. Pledge of Allegiance took place. Meeting was recorded.

1. Minutes of March Meeting

Minutes of the March 17, 2022 meeting was accepted and approved.

2. Discussion

Chair called the meeting to order and welcomed guests. Chair stated that the meeting discussions would follow the agenda. First item was Adopting a Public Space. Chair gave a brief overview of current conditions and talked about ideas he garnered by researching what other towns are doing. He gave examples of numerous towns which are currently using this program to help beautify areas around town without relying on municipal departments and cutting down expenses in this regard. He talked about how various towns run the program and stated that it varies from town to town. He asked if EDAC members thought that this idea was worth pursuing and if this should be a project worth pursuing. Diane Cronin agreed that it was a wonderful project to pursue and added comments and suggestions. EDAC members present agreed that it was a good project to work on and others offered ideas and suggestions. It was agreed that PBA, the Garden Club, DPW and Invasive Plant Committee should be involved in this project. EDAC members agreed that

conformity of signs is important and that the Town should pay for that. Project could be advertised on social media, local newspapers, and other forms of media exposure as an incentive for participation by local landscapers, businesses, etc. Process could be first come first serve. Intent is to make the process straight forward and easy to maintain. Guest Brooke Ramthum mentioned that North Middlesex School District and local schools are currently working on this. They are calling it "Adopt a Spot" areas around Varnum Brook and Nissittissit. She agreed to provide a contact for this program so that EDAC Clerk can follow up and discuss. Brooke was aware of this because it has been coming out in the School District newspaper. Chair asked for consensus to move forward with this project. EDAC members agreed to move forward.

Chair then started discussion on the next agenda item: Wayfinding. Diane Cronin summarized the Wayfinding work she initiated in her role on the Historical Committee and talked about what has been completed to date. She gave a brief overview of how and when the program started. Approximately eight signs were purchased and placed around town. There are several blank signs being stored at the PFC. She gave details on the signs and how they can be changed as/is necessary. She mentioned that the blank signs were currently waiting on some work to be conducted by DPW, one of which was work to be done at the Rotary. She mentioned that the Historical Commission was working with a graphic designer to create signage for the historical areas of town. These signs are double sided. Discussions involve integrating these signs with other groups and/or town assets to promote other vital assets that we have in Town. She also talked about the kiosks, what they contain, how information can be changed as needed, and future thoughts for ideas to promote more interest in Pepperell and keep people interested in seeing what the Town offers. Diane mentioned how QR codes could be used for information in the Kiosk. All of this, however, needs to have someone responsible for changing/updating the information as well as canvassing more sponsors to market the various places and services currently available in Pepperell. Problem is getting someone to be responsible for maintaining and growing this form for asset promotion.

Ms. Ramthum mentioned that NMRSD had sent around a flyer regarding the Adopt a Space initiative the schools were attempting to put into action to help beautify and maintain the grounds around the various local schools. She agreed to send the Clerk the contact information for the individual at NMRSD who was coordinating this project. It was agreed that it would be beneficial to collaborate on all fronts to get this program up and running successfully.

Chair thanked guests for their interest and input of ideas and suggestions. Chair asked if there were any more items for discussion. There were none. Chair thanked outside attendees for participating in the meeting; and thanked Clerk for keeping things afloat.

Chair mentioned that Civic Engagement Night was at 7:00 PM and that EDAC member Chuck Walkovich was a candidate for Selectboard. Therefore, the EDAC meeting would end to allow Chuck and others to call into CEN. Chair then asked for a Motion to Adjourn.

3. Adjournment

Motion to adjourn was received and approved at 6:57 PM

4. 2022 EDAC Meeting Schedule

May 19

June 16

July 21

August 18

September 15

October 20

November 17

December 15