



Town of West Boylston
140 Worcester Street
West Boylston, MA 01583

Economic Development Task Force
Meeting Minutes

Meeting Date: 8-31-2023

Attendees: Mr. Frieden, Ms. Miles, Mr. Lopriore

Absent: Mr. Morrissey

Meeting was opened at 6:19 p.m. by Vice Chair Frieden.

Mr. Lopriore motioned to approve the meeting minutes from 8-2-2023 meeting. Ms. Miles seconded. All approved.

Introductions were tabled for next meeting when all could be there.

Review Mission of the Task Force was tabled for next meeting when all could be there.

New Business

Reorganization of the board officers was tabled for next meeting when all could be there.

LK Home & Gift is a new business opening in town. Mr. Frieden suggested we reach out to see if they are going to do a ribbon cutting or anything and if so, EDTF members could attend. Mr. Lopriore will reach out.

The new form to collect business contacts is online but not well used. Members are not sure where the data is collected so that we can use it. Mr. Frieden suggested we make flyers with the web address/QR code and drop them at businesses. Ms. Miles will build a flyer for next meeting.

Mr. Lopriore suggested coming up with recognition awards for things like longevity in business. This can be talked about with businesses when handing out the flyers.

Task Force discussed the current website and lack of information for prospective businesses. Prior members have noted that some of the information for businesses are on different pages. Mr. Frieden will review it and make suggestions to consolidate and make it easier to navigate.

Discussed idea of Welcome Packet going to new residents with business info and important contacts. The Celebrations Committee is also discussing a Welcome Packet. Mr. Frieden suggested perhaps it's a website instead. Ms. Miles and Mr. Lopriore approve of that idea so it is easy to keep up and does not require mailing.

Mr. Frieden discussed creating an Economic Development CORPORATION such as in Marlborough. Mr. Frieden will reach out to them to find out how it was done.

Ms. Miles suggested that we prioritize these ideas and determine what we will work on first.

Mr. Frieden reported a request from the Town Administrators office for a policy to enable the office to answer the question directly and operate efficiently using existing preferred practices, specifically regarding the Gateway Sign program. The drop off of signs and answering related questions was cumbersome this year. Ms. Miles said that this is more operational than requiring a policy, because EDTF does not have an office or anything to collect Gateway signs so we need to involve the Town Administrator's office. Ms. Miles suggested it might be best to invite them to a meeting prior to the kick off of next year's program to establish dates and responsibilities.

Old Business

The Gateway sign Adoption Program Policy needs to be amended to note the proper sign size and that businesses must be located in West Boylston. Ms. Miles will bring suggested edits next meeting.

Future agenda items ideas:

- Items that were tabled.
- Review process for Gateway signs from last year and discuss improvements.
- Gateway sign policy edits
- Update on website
- Prioritize suggestions for increasing business engagement
- Recruiting the fifth member of EDTF

The next meeting was set for Tuesday, Sept. 19, 2023, 5:30 PM as a hybrid meeting.

Mr. Lopriore motioned to adjourn. Ms. Miles seconded. All voted in favor.

Meeting was adjourned at 7:15 pm.

