

EDTF Meeting Minutes 03/26/2012

Opening: The regular meeting of the EDTF was called to order at 7:00 at 127 Hartwell St, West Boylston by the Chair John Hadley.

Present: Chair John Hadley, Patrick McKeon, Chris Rucho, Barbara Wyatts, William Chase and Maryann Schelin

Approval of agenda: Sign sponsors, ETA update, Sign bylaw discussion, New Business and Approval of Minutes

A. Sign Sponsors

- The first of several Gateway Signs has been installed near Exit 4 of I-190 on Rte. 12 to welcome people to the community
- These signs will be “sponsored” by area businesses, community groups or individuals by application
- Sponsors will have their name advertised by an attached 2.5ft X 1.5ft banner sign at a cost of adoption of \$500 for 4 months
- At Town meeting applicants will be given an opportunity to submit an application and payment to the Town for a “sponsorship” banner sign within the Town at one of the several locations
- EDTF recommends advertising in the Banner and TV for the Gateway Adoption program and to provide EDTF a list of Town businesses
- Bill Chase will have Decker students contact businesses by email to broadcast the Gateway Adoption program
- EDTF suggestion to offer banner signs at the rail trail at the soon to be built Kiosk by Assabet students

B. ETA Update and Sign Bylaw Discussion

ETA Application is almost complete and is in its final stages. The EDTF participated with Leon and town officials in the Business Tours. We have listened to what is important to area businesses and we would like to make our recommendations to the Planning Board concerning the Sign bylaws. The feedback has been about Signs: size in proportion to the size of the business, digital signs, electronic signs, mall signs, scrolling signs, sandwich signs. Numbering of the businesses for emergency situations was also discussed. The EDTF would like to work with the Planning Board and offer some suggestions and examples from neighboring towns such as Boylston and Holden,

C. New Business: Legal notices from Division of Fisheries and Wildlife advertised wanting to lease 14,000sf and 3,000sf in Boylston, West Boylston and surrounding Towns. The EDTF would like to bring it to the attention of those interested by Nancy contacting Chaplin and Hartwell St available spaces.

Adjournment: 8:30 Next meeting: Monday April 30, 2012 @ 7PM

