



Town of Westminster

MASSACHUSETTS 01473
FROM THE OFFICE OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Phone: (978) 874-7414

Economic Development Committee (EDC) – Meeting Minutes for January 7, 2015

Members Present: Scott Aubuchon, Richelle Brown, Jeff Crowley, and Joe Serio.

Others Present: Steve Wallace, Town Planner.

Members Absent: Ralph LeBlanc and Wayne Walker.

Guests: Members from the Agricultural Commission: Dean Johnson, ML Altobelli, Sheryl Vaillette, Patty Hurd, and Andy Hertel.

Meeting called to order at 7:15 PM by Chairman Serio.

The meeting began with a joint discussion between the EDC and the Agricultural Commission regarding the possibility of hosting a two-day festival in October of this year. The Agricultural Commission brought forth several ideas for the Friday portion of the event, and Chairman Serio discussed his ideas for the following Saturday. The event would take place on Friday October 23 and Saturday October 24th. The Agricultural Commission came at the festival from the angle of a “Founder’s Day” to commemorate the day that Westminster was Founded on October 20th, 1759. Joe thinks it would be more appropriate to host a Cracker Festival that capitalizes on the most iconic structure in our Town Center, the former Cracker Factory. Thus, the naming of the festival is an issue that will need to be resolved. Both entities agreed to do a bit more homework on the festival idea and reconvene at a later date.

The EDC moved onto discussing the promotional brochure/map with our chosen vendor, David Bryant from Talon Graphics out of Leominster. David showed us mock-ups of the front, back and cover of the brochure. David and the Committee discussed several details of the map/brochure, including the need to trim back the descriptive text for our points of interest, using graphics or symbology for some of our more iconic points of interest (especially in the Town Center), how to arrange the categories on the map, the pictures we want to use, the numbering, etc. David received enough guidance to proceed with a second edition and he will return at our next EDC meeting to review the map with us once again.

The minutes from the November meeting were reviewed. Richelle made a motion to accept the minutes. Jeff seconded. The motion passed 4 to 0.

The meeting adjourned at 8:35 PM. The next meeting of the EDC will be Wednesday night, March 4th, 2015 at 7:00 PM in Room 112.