

Economic Development Committee Minutes

November 6, 2023

Present: Craig Johnson, Erik Neyland, Sean Serell, Kristin DeJohn, Amy Balewicz,

Staff: Pamela Harding, Town Planner

1. Town Planner Report - 500 Main Street has preliminary plan for a warehouse and 24 units of 55 and over housing on Route 117/Hudson Road. The applicant gave a preliminary presentation to the Select Board in October and will also be presenting to the Planning Board at the December 6, 2023 meeting. The applicant is requesting support for a Massworks application for improvements to 117 and support for a zone change.
 2. Backyard Bolton, this was rescheduled from September due to the weather. The EDC would like to maintain three separate events per year. There was talk of doing a holiday event but it is a hard time to try and organize something and too late in the year. The winery previously hosted events with artisans and would be nice for the EDC to be a part of it. Maybe revisit a holiday event for 2024, it is a little late for this year.
 3. Business gathering at the International - Amy thought it was a nice event, Lancaster was invited as well. The International informed everyone of improvements but it was largely people enjoying food and drinks. EDC discussed hosting business gatherings quarterly in a less formal fashion, people enjoyed networking and identifying synergies amongst fellow businesses. Late in the Winter season may be a good time to revisit another event, locations can be rotated at different businesses throughout town.
 4. MPSC outreach event reviewed the summary of the public forum, once the goals are summarized and implementation items identified, the documents will be forwarded to the EDC for review and comment.
 5. Wreaths get ordered from Bolton Orchards and DPW will install the wreaths. Next steps are to send out the order form and place the order thirty bows and wreaths with Bolton Orchards and purchase zip ties. It is also a possibility to decorate the welcome to Bolton sign with garland and bows. Sean Serell stated he would do a flyer with the vendors that contribute for sponsorship.
 6. Discuss welcome to Bolton sign. Kristin suggested a side group on Facebook for economic development specific and private to Bolton. Erik suggested calling the Facebook group Destination Bolton to keep it connected to the website and would be a good way to communicate. Businesses can discuss events and identify synergies and repost to public if applicable.
- Amy will contact an electrician to repair the solar spot light for the sign and Pam Harding will mail the annual renewal letters.
- The Committee will meet to assemble the wreaths on December 3, 2023 it will take about an hour to do all the bows and zip ties.
6. Welcome to Bolton sign identify two new signs and there are a few outdated businesses that need to be removed. There was solar powered light that needs to be replaced. DPW does not maintain the sign but do cut down the weeds.

Amy Balewicz left the meeting at 8:35 p.m.

7. Discuss stories, social media etc. when original stories are shared around 1,100 people see the posts. Will attempt to increase postings on business news to aid in spreading the word. The page should be an official page for the Town. Would be helpful if it is an official page to ensure the information is accurate. Kristin is happy to synthesize information. Erik thanked Kristin for her help with social media and distributing information.

Motion to adjourn at 8:45p.m.