



TOWN OF WESTFORD  
ECONOMIC DEVELOPMENT COMMITTEE

TOWN HALL  
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Meeting Minutes  
Economic Development Committee

Thursday, October 25, 2012 at 8:15 AM  
Town Hall, Main Conference Room, 2<sup>nd</sup> Floor  
55 Main Street, Westford

Attending: Tom Barry, Eli Demetri, Angus Jennings, Bill Nussbum, Jodi Ross, Andrea Peraner Sweet, Pertti Vulli

Absent: Ron Caterino, Peter Dervan, Andrew Stern, Lynda Vernalia, Amanda Wilson

Meeting was called to order by Tom Barry at 8:20 AM.

Announcements: Tom Barry remarked that the Sugar Cupcake Shoppe was closing in its Westford location and moving to Chelmsford. It was thought that it might be beneficial if two members of the EDC visit with the owner, to determine the reasons why she decided to leave that location. Tom Barry and Bill Nussbum volunteered to contact the owner and report back to the Committee at its next scheduled meeting.

It was motioned and seconded that the Draft Minutes of the September 25, 2012 meeting be approved. The motion was approved 6-0 with one member abstaining.

It was motioned and seconded that the Draft Minutes of the October 10, 2012 meeting be approved. The motion was approved 6-0 with one member abstaining.

Tom Barry indicated that Peter Dervan was going to be trained as the "Webmaster" for the EDC Website. Jodi Ross suggested that he should be contacting Mike Wells to begin that training.

Angus Jennings updated the Committee on his work with the GIS Coordinator, Chris Coutu. He circulated a map which detailed the recent, ongoing and planned development in Westford, and discussed how the map can be constantly updated as changes occur. Also Angus related that Chris Coutu is working on an app for an I-Phone which will enable staff to simply click on to find a property, or pull up permits, conditions, etc. Eli Demetri asked if it would be also possible to see the property from an overhead perspective, and that also would be available..

Discussion was held concerning the potential for a Westford Brochure. Angus Jennings circulated information he obtained from a company called Global Design & Publishing, LLC. They design

Business and Community Guides to be used as marketing tools to entice businesses to a particular community such as Westford. The EDC fully endorsed an effort to move forward to produce such a Brochure. The consensus was to produce such a publication without business advertising, as it was felt that it would detract from the overall purpose of the brochure. Jodi Ross felt that funding for this effort could be raised from business sources within the community, and Town funds probably would not be necessary. The Committee will bring this to the Board of Selectman for their approval at the November 29<sup>th</sup> meeting.

Tom Barry brought forth a draft of a Business Development Plan for presentation to the Board of Selectman, which details the EDC ongoing efforts to develop and bring new businesses to the Town of Westford. The draft discusses the organizational makeup, and the charge for the Committee. A Power Point presentation will review our work on the Permitting Guide, Westford Brochure, feasibility of establishing an ETA, Westford Villages including zoning issues, a Business Mailing Database, establishment of a Westford Business Association, and a relationship with the Transportation Management Association. It was decided that we would ask the Board of Selectman for time to discuss our EDC approach at their November 29<sup>th</sup> meeting.

Bill Nussbum spoke about the Small Business Permitting Guide being near completion. Angus Jennings indicated that he will coordinate with the IT Department for the final formatting process. Andrea Peraner-Sweet stated that she would like to have this completed so that the Selectman would each have a guide in their packet at the time of the November 29<sup>th</sup> meeting. Angus Jennings felt that this could be accomplished in time.

A brief discussion was held relative to the Very Fine site on Route 110 being a prime area for potential development. Tom Barry will get in touch with the broker to find out about the present status of the site. Pertti Vulli discussed the possibility of establishing a Multi Activity Center to address the social needs of the community. He will bring information that would relate to that type of approach to the committee in the near future.

The Committee feels that moving ahead with discussions on development with the several Villages in Westford would be a worthwhile effort. Jodi Ross will be able to give the Committee names of the various leaders of the Village Associations, so that we could formulate a plan to perhaps set up meetings with them, to obtain their feedback on a variety of issues pertaining to business development.

The business mailing database was addressed by the Committee. The importance of this resource was pointed out, particularly in connection with many of our current projects. Eli Demetri and Angus Jennings will meet today to see how this can be effectively used by the EDC.

As there were no further comments, or action items, a motion was made to adjourn and passed unanimously at 9:50 AM.

Minutes recorded by Bill Nussbum

Approved by vote of committee on 11/15/2012