

Town of Dudley
Massachusetts
Economic Development Committee
Dudley Municipal Complex
71 West Main Street
Dudley, MA 01571

John Briare, Chairman
Marcia Wagner, Secretary
Todd Donohoe, Treasurer

Barbara Zurawski, Vice Chairman
Ellen Laprise, Clerk
Jo-Ann Szymczak, Member

Economic Development Committee
November 17, 2016 Minutes

Present: John Briare, Ellen Laprise, Marcia Wagner, Jo-Ann Szymczak, Todd Donohoe, Barbara Zurawski

Guests: Greg Balukonis, Town Administrator; Don Johnson, Town Planner and Peter Fox, Selectman

Meeting was opened at 9:00 by Chairman, John Briare with Pledge of Allegiance

Minutes of 10-20-2016 approved by Ellen Laprise, 2nd by Todd Donohoe

Review of town website update: John Briare presented his ideas of advertising on the website. Stats show that the two current sponsors on our website have each had approximately 34,000 impressions since the new site launch. Our current rate of \$250 a year equates to one tenth of one cent per impression. The market rate is at least one cent per impression. John recommended we raise our charge for advertising to \$500 annually or \$75 monthly. Stats also show an average of 500 visits to the Dudley site on average per day.

Another issue for the website was regarding the inclusion of residential and industrial/commercial real estate listings. John Briare suggested that we look into partnering with a local real estate agency as a third sponsor on the website which could be the vehicle in listing Dudley properties on the website. The Committee would run an ad to recruit interest pending approval by the Board of Selectmen. Jo-Ann Szymczak stated that as a real estate agent owning the business she would need to know the costs involved before she would consider the offer. She felt the offer would be more attractive to a new business and an agent looking to brand itself with the town and to become known within the community. Jo-Ann also suggested the real estate company partner with a local bank as commercial financing ties into economic development. In looking for three premium sponsors, John suggested a bank could then be a good third addition. Board members encouraged Todd Donohoe, an employee of Hometown Bank, to look into a branch in Dudley. John stated he would revised the proposal for next meeting.

Old Business: Barbara Zurawski informed the board that the printing company should have a draft of the town brochure for the committee's review by the next meeting.

Town Planner, Don Johnson announced the Commonwealth Sight Radius Program workshop being held by CMRPC which will include economic development and revitalization of downtown centers. Applications for funding will begin in January. The program is still being developed. John Briare mentioned that in January the Town of Dudley will begin public hearing for its five-year economic development plan.

Town Administrator, Greg Balikonus and Selectman Peter Fox addressed the issues of concern regarding Ballot Question 4 legalizing recreational marijuana and the potential impact to the Town. Our geography mandates preparation prior to implementation in 2018.

Motion to Adjourn: Motion made at 9:50 by Todd Donohoe, 2nd by Barbara Zurawski

Next meeting December 15, 2016