



Town of West Boylston  
140 Worcester Street  
West Boylston, MA 01583

Economic Development Task Force  
Meeting Minutes

Meeting Date: 1-30-2023

Attendees: Kristina Pedone, Marc Frieden, Sarah Miles

Meeting was opened at 5:33 p.m.

Mr. Frieden motioned to approve the meeting minutes from 10-24-2022 meeting. Ms. Miles seconded. All approved.

The gateway sign lottery policy was reviewed for potential changes. Ms. Pedone brought up the town island policy and suggested we may want to align these two since they are similar sorts of programs. The task force discussed the pros and cons of only having a lottery for sign spaces if an existing company declines to continue to pay the annual fee at renewal time, which would be similar to the town island policy. Ms. Miles asked how much a typical sign costs for a business, and how much DPW would charge to move the sign. Mr. Frieden thought that the businesses were responsible for moving the signs, or at least putting them up. Ms. Pedone noted that DPW had not agreed to be responsible for moving the signs around, nor been informed that they may be responsible. Ms. Pedone also noted that the town could be liable for broken signs should one be damaged during removal. The burden of moving signs would be lessened if a policy similar to the island policy was implemented. Mr. Frieden voiced concerned about giving new businesses a chance at a sign if a full lottery for every space is not held each year. Due to timing it was determined that we would not include alignment with the town island policy in proposed changes to the Gateway sign policy, but would simply update them to include the new sign location. Available locations must be announced by March per the policy and there is not enough time to have the policy drastically amended. Ms. Pedone will draft changes for the policy and ask for comments from the Town Administrator, particularly in regards to putting up and removing signs based on the lottery outcomes. Ms. Miles will draft a cover letter to send to existing gateway sign businesses to notify them that the lottery would be opened for all the sign spaces.

The task force discussed the list of Business in West Boylston and how to collect more. A list was received from Town Administrator, but it matched what we already had. The task force will create a form and try to get it out to businesses and have them submit information to build a contact list. The task force will then send a survey to contacts to collect information on interest in having a town/business meeting, desired format, time of day, etc. The task force is considering a breakfast meeting.

Ms. Pedone provided an update on the email account for Economic Development Task Force – edtf@westboylston exists. Ms. Miles will try to log into it.

The next meeting will be Feb. 27, 2023 at 5:30 pm via zoom.

Mr. Frieden motioned to adjourn. Ms. Miles seconded. All voted in favor.

Meeting was adjourned at 6:35 pm.