

LBA and Joint Town Planning Meeting Notes

Attendees: Town Manager, members of MRPC, members of the NCM Chamber of Commerce, members of the LBA

**LBA with Lunenburg Town Representatives to discuss Town Marketing Map
August 13th, 2018 at Bad Larry's Grille**

Meeting began with Darron Massey, president, of the LBA, discussing the past town partnership meeting to promote town economies and businesses. Townsend Business Assoc. is a mentor and Pepperell Business Assoc. shared their by-laws for the LBA to review and customized to their needs.

Heather Lemieux, town manager, opened the meeting by announcing we are here to review the draft of the town brochure, that will be put on the town website and sharable by other organizations.

Karen Chapman from MRPC discussed what we need to do to attract people to our area. She then passed out mockups of the brochures that her team had designed. Karen then displayed a model map for the groups consideration. The group discussed how it was not possible to list all businesses on the map due to space constraints. Therefore, the website will have a business directory with link back to any website, location, hours etc. of that business. People are welcome to suggest any businesses or places to add to the directory.

Christy Nyett, of Sen Dean Tran's Office, suggested listing farms and what they have to offer to the public, such as apple picking, workshops, corn mazes, versus are they just a working farm. She also offered to distribute the brochure/map to area hotel managers, such as Great Wolfe Lodge, to promote Lunenburg as a place to visit.

The brochure/map will inform residents, new home owners and visitors as to what is located in Lunenburg; including conservation lands, trails and farms, that make up the character of Lunenburg.

Essentially, we are discussing 3 end deliverables; brochure, map and website. The group and town agreed that we will not highlight one particular business over the another. The map can be electronically distributed. A question arose "what about elders that do not use technology?". A member stated that 25% of residents are Senior Citizens, how to we get that information to them.

Darron brought up whether the LBA should have their own map highlighting local businesses. The map is not finished until this December. The LBA would enhance the town map and all agreed should be released with the town map/brochure in December if possible. A discussion ensued about the different districts, such as the Village district, the commercial district around Chase Road, the commercial district around Whalom and Electric Ave., commercial district on Summer St., and the industrial district on Summer St. A discussion ensued about the logistics of the map. Karen Chapman agreed to create a survey and send it to Wendy Drennan and Darron Massey. Aesthetically, Karen did not like the look of the brochure and a discussion ensued about the brochure and model map becoming one end product. A short discussion was had about what colors represent Lunenburg, blue and green were agreed on.

LBA MEETING AND MIXER NOTES

August 13th 6:00 to 8:00 pm at Bad Larry's Grille

Next the LBA had a brief meeting which started with Darron Massey welcoming everyone, and briefly discussed the excitement building around the LBA; for example the Facebook page now has 139 members in 1 ½ months. Darron noted that there are 512 registered business in Lunenburg, not including "cottage businesses". LBA member Jean Wnuck gave a talk on growing a business and marketing. The new LBA banner was unveiled, and all attendees had a few minutes to introduce themselves and discuss their business. Lindsay Morand then invited all members to the Townsend Quad mixer at the E.B. White Farm on Sept 19th. More info is available on the LBA facebook page.