

The Meeting of the Board of Selectmen held on Tuesday, October 1, 2024, began at 5:30 p.m. in the Board of Selectmen's Conference Room at the Town Hall.

Members Present: Derek DeBarge, Manuel Silva, James Gennette, and William Rosenblum

Members Absent: Antonio Goncalves

First Order of Business: The Pledge of Allegiance

## VISITATIONS

Mr. DeBarge: We've made it a theme the last few months of starting our meetings with some interesting people and some fun stuff. I came across an article a little while ago about a young Marine named Sierra, who had recently graduated from the 2024 National Leadership Academy at the Senior Leadership School Naval Station Newport, RI. I thought it would be appropriate to have Sierra Williams and her family in, as this is something the Town should celebrate. Sierra, you have accomplished some amazing things. I have a commendation for you but before we go into all of that, I'd like to have a little discussion. I'm retired from the Police Department and we do a lot of interviews with Police, Fire and usually when we do that we get their packets with all of their accolades of stuff that they've done. Trainings and all that stuff. Yours looks a lot like theirs. Pages of schools, trainings, awards, it's amazing. I highlighted a few so everybody can see this. You have been awarded over the years going from the 21-22 school year to present. Veterans Appreciation Award September of this year, Senior Leadership School, which is why we're here, Physical Fitness Award in July of this year, Ludlow High graduate this past year with a gpa of 3.9, US Coast Guard Boat America Safety Course June of this year, CPR, AED certified, Young Marine of the Year Award Unit Level 2023, Physical Fitness Award 2023, Hunter Safety Course 2023. I can go on. Before I interrogate your siblings, what got you started in all of this?

Ms. Williams: What got me started in Young Marines is I want to get into the Coast Guard. The closest thing here is the Young Marines. I want to be a Marine Biologist but I want a military background as well. I've always been fascinated by the military in general. I thought it would be a good way for me to get into the military lifestyle by joining the Young Marines.

Mr. DeBarge: Do you have influences that made you look that way?

Ms. Williams. I do, sir. My grandpa is a veterans and my father's cousins.

Mr. DeBarge: Who was the first?

Ms. Williams: Both of us were the first. We started when we were 8 years old.

Mr. DeBarge: How long have you been in it?

Ms. Williams: 5 years.

Ms. Williams: And I've been in it for 2, sir.

Mr. DeBarge: Did someone get promoted?

Ms. Williams: I'm now a Staff Sergeant.

Mr. DeBarge: You outrank me when I got out.

Mr. Silva: You're so young, where did you find the time to do all of this?

Ms. Williams: It's time management. Scheduling out what you really need. School scheduling, homework scheduling, Young Marines scheduling. It's pretty easy because it's every Tuesday every week.

Mr. Silva: Great job.

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Mr. Rosenblum: Congratulations. I've followed a little bit because I know your mother. I get my teeth done at Ludlow Dentistry. I see that you work there. You don't clean teeth, do you?

Ms. Williams: No sir.

Mr. Rosenblum: Congratulations. You're all role models. It's awesome to see time management. Those are hard things to do and you should be commended for everything you've done.

Ms. Williams: Thank you sir.

Mr. Rosenblum: You have good parents and the apple didn't fall too far from the tree.

Mr. Gennette: I didn't realize your parents had kids but now I know why they were never at the ice cream shop. You guys were off doing the real stuff. This is an amazing list and an amazing family. You stick together and it's incredible to see.

Ms. Williams: Thank you.

Mr. DeBarge: Timing has been great for this. I'm glad you came in your uniform. I'm glad that people watch this and can see youth of our town and our country that are serving and planning to serve. You said you applied for the Naval Academy and Coast Guard Academy. I think it's apparent that our youth of today to see this. Young leaders, like yourselves, all 3 of you, that can take a torch that's sorely needed when I saw the news today with the attack on Israel from Iran. Things get ramped up. We need young people to serve in our forces, to learn this and to train. It doesn't look like things get better, but they are. This is great timing for this. I'm glad to see the 3 of you here. I hope this shows the other youth of the Town that you can wear this uniform, be proud of this uniform and you can do great things in this uniform. You've definitely done that Sierra and all of the William's family. Great job you two. Fantastic. This Certificate of Recognition is presented to Sierra Williams in recognition of your graduation from the 2024 Young Marines National Leadership Academy – Senior Leadership School held at Naval Station Newport in Newport, Rhode Island. We commend you on reaching your goals during your weeklong training including development of leadership, mentorship and management skills while competing in physical challenges and being evaluated on your knowledge, skills and abilities. As a graduate, you have demonstrated exceptional leadership qualities. We wish you the best of luck in your endeavors when applying to the U.S. Coast Guard Academy and U.S. Naval Academy and your future career in Marine Biology. On behalf of the Town of Ludlow and its citizens, we, the Board of Selectmen, extend our congratulations on these great accomplishments and look forward to seeing what road this leads you on.

Ms. Williams: Thank you sir.

## CORRESPONDENCE

302. Brian Shameklis, Chairperson Safety Committee – Recommending two 25 mph signs be placed on Stevens Street. One to be placed at the end of Stevens by East Street and one before the bend on State Street by Chemigraphics.

**Motion made by Mr. Gennette** to approve the Safety Committee's recommendation to place two 25-mph signs on Stevens Street. One to be placed at the end of Stevens by East Street and one before the bend on State Street by Chemigraphics. **Mr. Silva second. All in favor. Motion passed 4-0.**

303. Brian Shameklis, Chairperson Safety Committee – Recommending a "Blind Child: sign be placed at both ends of Benton Street.

**Motion made by Mr. Gennette** to approve Safety Committee's recommendation to place a Blind Child sign at both ends of Benton Street. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

304. Brian Shameklis, Chairperson Safety Committee – Recommending that a "Stop" sign be placed on Merrimac Street at the intersection of Merrimac and East Street.

**Motion made by Mr. Gennette** to approve the Safety Committee's recommendation request to place a Stop sign on Merrimac Street at the intersection of Merrimac and East Street. **Mr. Silva second. All in favor. Motion passed 4-0.**

305. Brian Shameklis, Chairperson Safety Committee – Recommending hash marks (as was done at the Public Safety Complex entrances and exits) and corresponding “Do Not Block Entrance” signs to be placed at the entrance and exits in front of Citizens Bank, 33 Center Street.

**Motion made by Mr. Gennette** to approve the Safety Committee's request to place hash marks (as was done at the Public Safety Complex entrances and exits) and corresponding “Do Not Block Entrance” signs to be placed at the entrance and exits in front of Citizens Bank, 33 Center Street. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

306. Chief Valadas – Requesting to have the current Civil Service List for Police Officer candidates called to possibly fill the current vacant FT Police Officer position.

Mr. DeBarge: I'm assuming there is a vacant position.

Mr. Strange: We had an officer in the academy and he withdrew.

**Motion made by Mr. Silva** to request we go to the Civil Service list for a police officer. **Mr. Gennette second. All in favor. Motion passed 4-0.**

307. Chief Pease – Request to charge off medical expenses and lost wages to Chapter 41, Section 111F for an injury sustained by a Firefighter/Paramedic as a result of an incident that occurred on September 12, 2024.

**Motion made by Mr. Rosenblum** to approve charging off medical expenses and lost wages to Chapter 41, Section 111F for an injury sustained by a Firefighter/Paramedic as a result of an incident that occurred on September 12, 2024. **Mr. Gennette second. All in favor. Motion passed 4-0.**

308. Chief Valadas – Request to charge off medical expenses and lost wages to Chapter 41, Section 111F for an injury sustained by a Police Officer as a result of an incident that occurred on September 18, 2024.

**Motion made by Mr. Rosenblum** to approve charging off medical expenses and lost wages to Chapter 41, Section 111F for an injury sustained by a Police Officer as a result of an incident that occurred on September 18, 2024. **Mr. Gennette second. All in favor. Motion passed 4-0.**

309. Rev. Dorothy & Carleton Borden, Grace Union Church – Inviting the Selectmen to attend the Eagle Court of Honor for George R. Borden on Saturday, October 26, 2024, at 3 p.m. at Grace Union Church, 10 Chapel Street, Wilbraham, MA.

Mr. Gennette: I suggest we thank the Rev. Dorothy & Carleton Borden from Grace Union Church for their invitation. We will take that into consideration.

**Motion made by Mr. Gennette** to file. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

310. Josue Irizarry, President/CEO Ludlow Community Center – Requesting permission from the Board of Selectmen to hang two (2) 4 x 8 banners for their upcoming auction. One on the corner of Chapin and Center and the other near the bridge by Indian Orchard.

Mr. Strange: The locations have changed just a little bit. It's still going to be by the bridge in Indian Orchard but the other location is at the end of the pike exit in front of the Dunkin Donuts.

**Motion made by Mr. Gennette** to approve the President/CEO of the Ludlow Community Center for his request to hang two (2) 4 x 8 banners for their upcoming auction. One at the bridge near Indian Orchard and the other by the turnpike exit. **Mr. Silva second. All in favor. Motion passed 4-0.**

## VISITATIONS

5:45 p.m. – Verizon Pole Hearing – Poole Street – Public Hearing Tabled from 9/17/2024.

**Motion made by Mr. Rosenblum** to open the Verizon pole hearing on Poole Street as tabled from 9/17/2024 at 5:45 p.m. **Mr. Silva second. All in favor. Motion passed 3-0.**

Mr. Vonner: Don Vonner with Verizon. We're speaking on Poole Street. I just went out to the site again after going out last week making sure nothing has changed. Measurements are the same. They reflect what you see in your diagram. It is a good reproduction in what you see in the field. I have received some further information. It was saying to shorten existing long spans between the existing pole line there is an additional reason I received as to why these poles are necessary. As received from Eversource, we added the poles to support the installation of our spacer cable. Some of the changes are to support guying the messenger or assist in supporting the weight of the conductors. There's new work going on there and they need additional poles to support the weight of the cables as well.

Mr. Silva: Last time you were here I mentioned the poles. There's poles being moved and changed all the way up East Street to Poole Street. I see there's little spikes or markers probably where the new poles are going. I mentioned a couple of them are right on the street and I don't know if you had anything to do with it but it seems like the one in particular is back.

Mr. Vonner: You're speaking to East Street?

Mr. DeBarge: By Tower Road.

Mr. Silva: By Tower Road going all the way up East Street all the poles.

Mr. Vonner: They've all been done, including the 2 we voted on last time. Those are in place as well. I had driven out there after the meeting to check on the pole number and I noticed that they had already moved all the poles back. There's still a 2<sup>nd</sup> pole in place but they've moved all the poles 2-3' off the road.

Mr. Silva: The very first ones from Miller Street are all done but the next ones look like they're still coming.

Mr. DeBarge: Are they doing all of them?

Mr. Silva: It looks it to me because there's new poles right beside them laying down.

Mr. \_\_\_\_: I'm Jason, I work for Eversource.

Mr. Silva: It looks like they're all going to be done right up to Poole Street because there's new poles lying there right now.

Mr. \_\_\_\_: They are. They're going to go from Miller all the way up East, all the way down Poole and all the way down Alden Street to create a circuit tie for reliability.

Mr. Silva: I asked him if they could be pushed back away from the road a little bit because you turn from Poole Street and go down East Street there's a pole right there almost in the middle of the street. If it could be moved over, which I saw the spike there so I'm assuming it's going to be moved 2' back.

Mr. Vonner: I can't speak to this because I didn't see it but if you're telling me the stake is behind the pole a couple feet that's probably what they're doing along the entire line.

Mr. Silva: It seems like some of them are being moved back and some are to the side of it.

Mr. \_\_\_\_: They try to keep them in line to reduce the amount of guying.

Mr. Silva: I go by there every day.

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Mr. Vonner: It looks like they're moving everything because they don't need to ask if it's not moving more than 3'. It looks like they're trying to move them all back 2-3'. I just checked a few of them out.

**Motion made by Mr. Silva** to approve the pole locations for Verizon as discussed and applied for on Poole Street. **Mr. Gennette second. All in favor. Motion passed 4-0.**

**Motion made by Mr. Rosenblum** to close the Verizon pole hearing for Poole Street at 5:50 p.m. **Mr. Silva second. All in favor. Motion passed 4-0.**

Mr. Gennette: Who has any information on Hubbard Street with the poles that are being replaced there? The old poles are still there, dirt has been left out, they've been there for probably a year and half now.

Mr. Vonner: Verizon is the last one. The way it works is you go top down. You transfer the lines, and I don't know where they are at this location, but they transfer the top line over first whoever that is and they work their way down and Verizon is the last one. They have to notify each other in a line. I don't know how many have been transferred over but once the last one comes, and Verizon is the last one to transfer over, they would remove the old pole.

Mr. Gennette: You haven't gotten the order to do that.

Mr. Vonner: I can't speak to that.

Mr. Gennette: And you don't know because you are all moved over already?

Mr. \_\_\_\_: We start and cut their pole.

Mr. Gennette: I go by there a lot and there's so many telephone poles on that road it's like a picket fence.

Mr. Vonner: What I can say is next time you drive past look at the top down and if they're at the bottom one let me know. That means it's us. If we're the last ones we can alert some people. Usually, we're waiting to see who's next. I'd be interested to hear. I know we have another one coming soon. We have State Street soon.

## UNFINISHED BUSINESS

Board to approve and sign the Executive Session Meeting Minutes from September 17, 2024.

**Motion made by Mr. Silva** to approve Executive Session Meeting Minutes from September 17, 2024. **Mr. Gennette second. All in favor. Motion passed 4-0.**

Board to approve and sign the Meeting Minutes for September 17, 2024.

**Motion made by Mr. Silva** to approve the Meeting Minutes for September 17, 2024, with all members present. **Mr. Gennette second. All in favor. Motion passed 4-0.**

## VISITATIONS

5:55 p.m. – Verizon Pole Hearing – Center Street – Public Hearing (Tabled from 9/17/2024)

**Motion made by Mr. Rosenblum** to open the Verizon pole hearing for Center Street at 5:55 p.m. **Mr. Silva second. All in favor. Motion passed 4-0.**

Mr. Vonner: Speaking to Center Street I drove past that one today. The stakes still remain in place. I asked an Eversource rep, not Jason, and they told me the new poles required because the hotel across the street is installing new fast charging EV stations and those require different delivery methods than our already congested poles can provide so a new 45' pole is being planned to support the infrastructure needed to feed these new EV chargers.

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Mr. Gennette: They've already got EV chargers there. Are they replacing the existing ones and putting new ones in?

Mr. Rosenblum: They added I think. They went from 2 to 4.

Mr. Gennette: Do we know if they have plans for more? We don't want to keep doing this.

Mr. Vonner: I don't but what they're doing with this new pole bringing it across that should satisfy what they need right now. I can't speak to more but I think they have a bunch there already. At least a half dozen.

Mr. Rosenblum: I believe there's something in front of the Planning Board on this one.

Mr. DeBarge: Do you have to pay to use those or is it a hotel thing?

Mr. Vonner: It's a parking lot owned by the hotel so I assume it's for their customers.

Mr. Gennette: My only concern is if they call you next year and say they need 2 more charging stations and you guys come in and put another pole and then we've got 5 poles.

Mr. \_\_\_\_\_: They're probably going from 208 chargers to 30-volt fast chargers so we're probably bringing 3 phase over so they can put a pad on their property.

**Motion made by Mr. Gennette** to approve the pole relocation on Center Street in front of the hotel.

Mr. Vonner: It's not a relocation.

Mr. Gennette: The installation of a new pole in front of Key Bank. **Mr. Silva second. All in favor. Motion passed 4-0.**

**Motion made by Mr. Rosenblum** to close the Verizon pole hearing for Center Street at 5:57 p.m. **Mr. Gennette second. All in favor. Motion passed 4-0.**

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6:05 p.m.- Judy Breault – Pond Committee – Updates

Ms. Breault: I'm Judy Breault and this is Julie Markiewicz representing the Pond Committee. We're here to give you guys an update of what's been happening and give you an update of what we're planning for 2025. And there's an ask in there as well. I did send a pre-read, which I'm sure you all had a chance to take a look at. We're going to update you. Haviland Pond we were able to treat in the beginning of the spring. We received enormous positive feedback. If you hadn't had a chance to take a look it looked beautiful. It was well used. People loved it. We got a little algae bloom at the end of the season but they're working on that. It's getting done. The plan for Haviland is to continue to do booster treatments in the future if we need to. Sonar is a pretty common chemical that they use. It doesn't hurt people and pets and things like that. Harris Pond: another treatment this spring and mid-summer was to treat the water chestnut. They did treat some of the algae that was in there. It was a huge difference and positive feedback. I walk that route quite often and people were stopping me telling me how awesome it has been to see what's going on in that pond. The one area we need to focus on in Harris Pond, and I'm hoping to do it but I don't think it's going to happen this year but I would really love for it to happen next year is to repair the dam that goes under Holyoke Street. The water level is so low because the stop boards that were there have rotted out. I've been in touch with Jamie Tomas and Jim Goodreau came out and they had some ideas to potentially put something in temporarily. I know there's bigger issues with that dam. I've been trying to help them with grants as well as them helping me. I would love a temporary fix because the water on part of that pond now is about a foot and a half to two feet. Any work we're doing to treat those weeds we're just providing more sunlight to hit the bottom of that water sooner which is going to keep that weed growth going. If we can't increase the water level at some point we're probably going to have to say it isn't worth it to treat it further.

Mr. Gennette: Marc, can we reach out to the Pioneer Valley Planning Commission to do a survey and maybe they can come up with a few ideas?

Mr. Strange: Yes, have you reached out to them yet?

Ms. Breault: I think Jimmy has and I have. It's thousands of dollars. I don't know if they have grant applications. Jimmy sent me some of the stuff he was working on but we missed the deadline for last year.

Mr. Gennette: That's why I want to ask them to see what kind of grant opportunities are out there to find some funding for that or figure out exactly what the extent of the project or statement of work kind of thing. If we can reach out to them and have them do a survey of it that would be better. Pioneer Valley Planning Commission and Marc can work with you.

Ms. Markiewicz: We'd stand a better chance with him asking than us.

Mr. Gennette: The DPW is prepared to do work. That's why they're coming up with a temporary solution. They're looking for a quick solution now but if it's going to cost a lot of time for them, especially coming into winter, we might want to focus on Pioneer Valley Planning Commission. If we get into the spring and we have no news from the Pioneer Valley Planning Commission then maybe we talk about temporary.

Ms. Breault: When Jimmy, Jamie and I went down and looked at it the water level was high because it was early summer/spring and the water was too much for anybody to get in there. Now would be a really good time but I know they're gearing up for the fall. I'll reach back out to Jamie as well but that would be great too.

Mr. Gennette: I would say work with Marc because he oversees Jamie.

Ms. Breault: Minechoag continues to be a little bit of a quandary. Last time we were there we discussed allocating \$23,000 to do a plant survey because of some endangered species plants that are surrounding that area. We've been working with Goddard Consulting. They started the survey and did the first 2 steps of that. Getting the water level measurements and doing the perimeter review. The water level never went down to the point where they could actually do the survey for these plants. There's supposedly 3-4 plants. Until 2-3 weeks ago, Bill Simons was out there and he said the water level is really low so we contacted Goddard Consulting and he went back out and he has now reached out to the National Heritage Endangered Species people that are asking us to do this survey. We halted the survey because we said we're not going to spend more money on this. We're trying, between Goddard Consultant and Water & Wetlands, we're trying to come up with a potential solution to treat say 20' into the pond so if there's any issues with these protected plants that whatever we use doesn't impact them. I've offered to have a conference call and they've reached out but we haven't heard back. I took a ride out there the other day and the water level is really low. One of the questions I have, and I haven't gotten an answer yet, is it seems so significantly low I'm questioning whether the golf course is using the irrigation. It just seems really low. The water lily density on that pond you almost could walk across it. It's so bad. At this point we're probably not going to get any treatment again this year for that pond but I'm really hoping we can work something out in the next couple of months with the DEP and National Heritage Endangered Species people and come up with some solution that we could do something next year to at least alleviate some of the density of those weeds. For 2025 I still have Minechoag as a question mark. We want to do something. I estimated \$23,000. I don't think we spent half of that. I pushed \$10,000 to say if we can do anything I don't know if that's too much or too little but I'm throwing that out there as an estimate because we don't know what we can do. We would like to include Murphy this year. When we talked about Murphy there was 9 residents that owned that pond along with the Town of Ludlow so before I got into any money spending on that pond I went door to door with one of the owners on that pond and we went door to door asking people if they would be supportive of us doing something. They all agreed that was pretty much a quick, easy fix for that pond. A permit then a quick treatment and that one should be pretty good.

Mr. Gennette: Isn't that pond really shallow? And some years it's gone dry?

Ms. Breault: It's gone dry at least one year. When we were walking around I had no idea how large that pond was. I only see the part on Holyoke Street. It's pretty significant over there. The water level seems like it's been holding steady.

Mr. Gennette: My concern with that pond is if it just goes dry, we've treated it and done all this other stuff and now it's just a big dirt pond.

Ms. Breault: If it went dry it would be great because we could go in there and rake that whole pond and let it refill. It's a good question. I will ask that before we do any treatment.

Mr. Gennette: Being so shallow, you're saying you have that problem with Harris Pond. It's low and the sun gets through to the bottom and it's a growth pond. If this one is already that shallow there's nothing we can do to bring the water level up.

Ms. Breault: That one is spring fed so it would take a while. Harris and Haviland would need their normal annual booster treatments. Wade Pond is by Westover Golf Course. We took a field trip out there. I did put some pictures in the appendix, which were taken on 9/24. There's one section that's really algae and weedy, and there's another section that I believe has a lot of weeds but since the water level is higher it's not as noticeable. I talked to Ryan and he was going to work with Jamie because he thinks there's a dam there that's also creating a lack of water flow. Anything we want to do on Wade Pond we would want to do a survey first, which is what we did with all those other ponds. That would determine permitting price and treatment price. They do use that pond to irrigate the golf course and Dickinson's farm across the street. Anything we would do there we would want to work with Dickinson's.

Mr. Gennette: That's also next to the base and I'm wondering if they would be amenable to helping us remedy that dam.

Mr. DeBarge: I talked to Ryan Linton about that. I don't think the Air Force's budget would be to help the golf course but Ryan might be somebody to talk to about the Holyoke Street under pass too. He does a lot of work with dams at the golf course. He's got 2 that he has to deal with. He gets in the water and has to dredge out so they can irrigate the course. He's got to dredge out the same kind of system that's under Holyoke Street so they can get the water into the pond pumping station. He's very well versed at that stuff. He might be somebody that can take a look at that.

Ms. Breault: I will.

Ms. Markiewicz: I'm confused. The water that services the golf course also services Dickinson's?

Ms. Breault: They do use some of it for irrigation is what Ryan told me.

Ms. Markiewicz: How does it get there?

Mr. Gennette: A stream comes off of it. It's got to be spring fed. I think it's the largest pond in Ludlow.

Ms. Breault: It is.

Mr. Gennette: It trickles down into Wade Stream.

Ms. Breault: I think it's coming from Chicopee. Ryan and I looked at the whole map. It comes in from 2 different places.

Ms. Markiewicz: Are there any homes?

Ms. Breault: No, it's all owned by the Town of Ludlow. Alden Pond has come back and said they had a change of heart and they would like us to treat their pond. We were ready to treat their pond last year and there was concerns about the shallow wells. We have heard back from them at the end of this year and it was too late to treat it this year. The good news is I have been working on with help from Marc and Jennifer Pickering from Jake Oliveira's office on a Mass Wildlife Habitat Management grant. This grant will provide assistance for any pond or habitat that we're trying to protect with invasive species. The only 2 ponds right now that qualify for that are Harris and Alden because we know those 2 ponds have invasive species. If we can get a grant it would be easy to treat Alden & Harris. I'm working on the grant. When I sent it to you, Marc, it was just Harris but now that Alden has come back I added all that information. I'm hoping to get that out this week. From a budget perspective, everything you're looking at on the current budget is what we've currently spent. If we were to do everything in the 2025 plan it comes out to about \$49,500. The good news is if we get a grant, I originally was going to request \$12,500, now that I've got the official quote from Water & Wetlands it's actually \$15,130 that I will be requesting on the grant.

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It leaves us with somewhere around \$12,000-\$15,000 that we would be requesting from the Town to hopefully get us through everything we wanted to do in that plan for 2025. It's not only keeping up with Harris and Haviland and hopefully Minechoag, it's adding Murphy, Wade and potentially Alden.

Mr. Gennette: Last year we approved \$25,000?

Ms. Breault: Correct.

Mr. Gennette: You didn't use all of that?

Ms. Breault: Correct. We halted Minechoag's study. I have a remaining balance of \$23,828 and we would use that, plus if we got the grant I'm really requesting \$12,000-\$13,000. If we got all of that we could do everything we have planned for 2025. The grant has to be used by the end of June, if we're awarded it, and I read there are some remaining ARPA funds that had to be used by June. We would use those funds to do all of our permitting and treating at the beginning of the summer and then use our remaining \$23,000 for anything July 1 and forward.

Mr. Gennette: Marc, how would you like to see this funded?

Mr. Strange: It is my understanding that ARPA has to be spent or contracted for by December 31<sup>st</sup>. For some reason I have in my mind that they might have extended it. I just left myself a note to check. We do have 40R funds. I'm assuming this is not going to be spent by the end of the year.

Ms. Breault: Not this year. We could spend some of it doing some permitting work but the majority would be 2025.

Mr. Strange: If you're inclined to allocate for this I would use 40R money.

Mr. Gennette: You don't want to wait to see if we can't get the ARPA money for it or if we can get it under contract before December?

Mr. Strange: Just because they're here I'll let you guys know if we can extend the ARPA then maybe we can bring them back here but I don't want to hold them up.

Mr. Gennette: \$13,000 is what you want to do?

Mr. DeBarge: Judy, by my math, your request on your sheet was \$26,000 without the grant?

Ms. Breault: Yes.

Mr. DeBarge: The grant request initially was \$12,500. The ask if you got the grant would be \$13,500. You're saying now you're putting in the grant for \$15,130?

Ms. Breault: Yes.

Mr. DeBarge: It would be \$10,870 if you got the grant. I don't have a problem with it. That's a short number for the type of treatment with the 40R. How do you feel about the grant?

Ms. Breault: I've never done this. I looked to see what people got. I don't know what they asked for. Some were granted \$10,000, some \$5,000.

Mr. Strange: In my experience, if a Town has not received a particular grant they like to honor that to spread the wealth. I don't know how much money is available for this particular grant but they're doing such great work.

Mr. Rosenblum: If you didn't get the grant, what's the amount you need?

Ms. Breault: \$26,000.

Mr. Rosenblum: We should be saying we should approve up to that amount based on what happens with the grant.

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TOWN OF BURLINGTON

Mr. Gennette: If you don't use it...

Ms. Markiewicz: Does it get to stay in there? I'm asking if it rolls over.

Mr. Gennette: I don't believe it does. If you don't use it, you don't use it,

Mr. Strange: If the Board votes to allocate up to \$26,000, we have a certain amount of money in an account for 40R funds. If you get an invoice, you send it to us and we pay it out of that account up to \$26,000. If it's \$10,000 then that will be spent.

Ms. Markiewicz: That will be for the whole year?

Mr. Strange: It would be for this request.

Ms. Breault: I think they do the grants by April. I'll know before we start doing any more treating. I'll spend some money trying to get the permits. Other than that, we'll know before. I can come back in the spring and say if we got it or not.

Mr. Rosenblum: 40R is your suggestion vs ARPA.

Mr. Strange: Yes.

Mr. Gennette: Again, if we can get the ARPA funds to pay for it then great.

Mr. Strange: We have more 40R funds than we do ARPA, not that this is a big number.

**Motion made by Mr. Gennette** to approve the Pond Committee for up to \$26,000 out of our Chapter 40R funds for pond revitalization. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Mr. Gennette: I'm really excited to see what the ponds look like over the next couple of years and how things progress.

Mr. DeBarge: I keep up on the talk around the forum and all the people that walk around the ponds. It's nice to see that.

6:20 p.m. – Kristen Potter – JGPR – Town Marketing Plan Update

Mr. DeBarge: We are here to go over a marketing plan update.

Ms. Potter: I'll introduce myself and give you a little bit of background. My name is Kristen Potter. I am the VP of digital enterprise accounts at John Guilfoil Public Relations. Sitting next to me is John Guilfoil, the principal and owner of the company. We started working with Marc and the Town of Ludlow in this campaign about 2-3 months ago. The grant funding was issued, which was part of the casino grant they were offered back in the spring. I'm going to go over some of the campaign objectives. We started to have initial discussions with Marc and Carrie and our team. The objective of the campaign was to develop a marketing tourism plan to help promote the Town of Ludlow as a destination for restaurants, local attractions, shopping and all it has to offer, along with Randalls and all the other locations within Ludlow. Part of that is for us to create a website that highlights all of the businesses and events that are happening in and around the Town. A hub of one source, one-stop shop for visitors that are coming from surrounding towns or people who are traveling to that part of the state for reasons other than going directly to Ludlow, going to local colleges or attractions or possibly just traveling through. This is a place where they can stop and get more information about what is going on in the Town of Ludlow. The purpose is to bring awareness to what Ludlow has to offer the Ludlow community members, focusing on live within Ludlow, live within a 10-20 mile radius who may not know some of the businesses and attractions that Ludlow has but also casting a wider net of those individuals who may be from other parts of New England or traveling to that part of the state. Another angle of looking at this is to also look about the benefits of living in Ludlow for potential homebuyers, so those who are looking to relocate out of the city or in a different part of New England it allows you to target that part of the state. And local business owners featuring those who moved or decided to establish their business in Ludlow, why they decided to do that and reaching out and attracting others in the area who are

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looking to relocate their businesses. As many different audiences we're looking to target as part of this campaign but in the end it's about trying to drive traffic literally and figuratively to the Town of Ludlow.

Mr. Guilfoil: Our history does go back quite a ways. We're in our 9<sup>th</sup> year working with the town of Ludlow as a company. We've been working with the Police Department 2-3 years. What we developed over the last nine years of this campaign was the sense that we have to create a four-season campaign, an evergreen campaign based around the website and marketing materials that was going to attract people to different things 12 months a year. We have a directory and we're going to promote the goings on, the businesses of people in Ludlow. It was going to be less about that one big thing, like we know how close we are to Six Flags, the Big E which we just got through, and obviously the casino which is where this funding comes from. We're more focused on developing a year-long directory of a promotional campaign that shows what Ludlow has to offer the people can always reference.

Ms. Potter: We've had some really interesting conversations with the Chamber of Commerce, the Western Mass Travel & Tourism group. We connected with a lot of different resources in and outside of Ludlow and everybody seems to have the same sentiment in terms of they want to make sure people know more about what Ludlow has to offer. Everybody that we have spoken to in terms of here is our initiatives, here's what we're looking to accomplish was this campaign as John mentioned year-round, not just a one-time event. It can continue to be a resource to the community. Everybody is on board with this. We've had really great responses from everybody that we've spoken to, which has been encouraging to us to know that we have different allies when it comes to communication and getting the messaging out there. The next slide gives you a little bit of an overview. I'm not sure how much you've jumped in to seeing the different deliverables that we're working on but I know we're here tonight to talk mostly about the campaign concept slogan, the look and feel of the campaign. That obviously is the main deliverable. We have 4 videos that we're going to be producing focusing on different areas of the community, businesses and attractions. Recruitment is another area, in discussing with Carrie and Marc, that they want to focus on as well. Recruitment to both those looking for job opportunities within the Town of Ludlow and also recruitment for businesses looking to relocate there and doing business there as well. We mentioned website development. We're going to show you some screenshots of what is under way right now. Digital marketing assets and social media graphics that are being pushed out on all different social channels that we did for the campaign as well. And the PR relations piece related specifically to the campaign. We're providing those services to the Town already but as it relates to the campaign highlighting local businesses and events on a monthly basis. We've also talked about featuring a monthly newsletter that will be pushed out to social channels on the website through email and also expanded our reach to the chambers and those different avenues we can reach as well. This is the concept of the campaign that we came up with. We started with words and feel of it for Get Lost in Ludlow. We played around with different ideas and we landed on this. We presented it to Marc and Carrie. We like this because it's cheeky, it's catchy, people are going to see it and we're trying to gain excitement about it. We want to make sure people immerse themselves in an experience that is taking place in Ludlow. We want them to see it and say I wonder what's that all about or I wonder what that means. We can communicate it in a lot of different ways. We can use that tag line in a lot of different channels across businesses, the attractions, restaurants, walking around exploring Ludlow trails, the riverwalk, everything it has to offer. We were working on the graphic and we went in a lot of different ways with this. Marc and Carrie were very vocal in that we really wanted to call attention to the clock tower because we know the mill buildings are under renovation in the second phase. It's a focal point of the Town and it's something that when people see that they know that's Ludlow. We wanted to make sure that was represented. The idea is to also give it some seasonal flair. When it's all to have some leaves behind it and give it a little more each season with the campaign on social media in different ways for marketing different events.

Mr. Guilfoil: The idea I previously brought up is to market Ludlow beyond the big draw. There are half a dozen cities and towns all around you that if I were coming from east or west I'm only going for one thing. Whether it's an air show, the Big E, a theme park, basketball hall of fame or casino those are things that are packaged and marketed for people specifically coming for that reason. You're coming to that town for reasons for the expressed purpose of visiting one thing or one event. We went with the double or triple meaning of Get Lost in Ludlow. The theme is to come to Ludlow to do everything. You come into Town not just for one specific reason but to come to a New England town in Western Mass that has a lot of different things to offer. You can

stay overnight and have dinner or a brewery you can visit. There's a soccer tradition. Folks can come and experience Ludlow and you don't have to have a set agenda, which in many cases means going to one place and leaving. You can get lost in Ludlow; you can immerse yourself in the Town. We felt that was something that would be a little bit tongue and cheek for drawing people into the expansiveness of the Town and resources. If they're in Ludlow they're not going to be going around telling people to get lost but they come here not to just park in a parking lot and go to a thing but they spend time and experience what the Town of Ludlow has to offer.

Ms. Potter: We also envision social media is a huge part of any campaign that we run, whether it be promoting a town, promoting an event for a department and part of this was envisioning different hash tags and different ways people can engage in social media with this campaign. Tagging yourself you are in Ludlow and you are at Randalls or one of the breweries you can tag yourself and say you are getting lost in Ludlow. I'm immersing myself in all Ludlow has to offer and starting to expand that reach so we can gain some traction off of that too. When we were developing this and coming up with this idea we had in mind how that was going to trickle out and start to play out on those social channels because we know social media is going to be a really big pace of trying to drive traffic to the website and literally again driving traffic through Ludlow.

Mr. Guilfoil: This leads us into our website concept. We're very early in website development. These are some concepts of what the design website could be. The top photo we imagine being drone video footage, or the idea we've been churning over the past 3-4 weeks is I've have spoken with an animator and we believe we can create an animated map of Ludlow showcasing some of those highlights in Ludlow in an animated form and pull it out to an interactive map experience. We believe we can do some really high-level artwork and animation with this website. As you can see here, the events calendar will come together in the final version but your directory of businesses, events, calendar and all of these things would be constantly updated and interactive. These businesses, events and annual events will have a home here and a link out to their websites as well. This concept of Get Lost in Ludlow feeds into the web experience to be immersive and then take go where you want to go or what you would like to find in Ludlow. You're not necessarily saying I want to go to Ludlow to visit, you're coming to Ludlow because we're offering a package of goods in a New England town and you don't have to have an hourly set by set agenda experience. That's the concept. We're early in this process. We have not gotten a video production yet. We're in the early planning stages but the website is underway for design and we are really deep into the concept and that's where we wanted to give you an idea of the methodology.

Mr. DeBarge: We lost you.

Mr. Guilfoil: That was the presentation. An idea of where we are. We have not done video production yet. That's very much in the works. An idea of where we are after our meetings with Marc and other people in Ludlow. We're happy to take your feedback and answer questions.

Mr. DeBarge: Thank you for that. We've had a chance to see that stuff in email. I've asked for the members here to give Marc and I an idea of what everybody was thinking about the logo and slogan.

Mr. Gennette: Thank you for the presentation. I really did enjoy it. I like talking about Ludlow so I'm always interested to hear stuff. You said you reached out to the Chamber of Commerce. I'm just wondering which chamber you reached out to. Did you reach out to the ERC5?

Ms. Potter: Yes.

Mr. Gennette: I do like the four-season evergreen campaign about not trying to focus on one thing. I'm not a big fan of the logo. I think it looks generic, but I'm not a marketing person so I would leave that more to you guys but that's my perspective. I'm not sure about the Get Lost in Ludlow but I understand how you're explaining it. I think it's something I would have to get used to. I don't know that I have any questions at this time. I do like the progress that's made, though.

Mr. DeBarge: I'm the Chair of the Board this year. I actually like the logo. The initial logo that I saw I said to Marc I thought the rays coming off the top of the tower made it look too biblical. The picture I saw was gold. You changed them to maroon and I thought as simple of a change that was it kind of took that biblical look off of it and I like the logo. Like James, I had trouble with the slogan simply because I have very poor attention when it comes to things. When I look at

something visually I catch it and look away and my half a second memory sees get lost Ludlow and not the in part. With my family I kind of showed it to them real quick and said what's your first thought when you see this. The three of them said the same thing I did. The get lost Ludlow is the first thing your eye picks up. When you presented it here with the landscape view and the different font, it was a little bit different than what I saw in the email. I have to admit I was very against the slogan. I thought just Welcome to Ludlow would be the simplest form but I have to admit after seeing it the way it is now the font of it looks a little bit different. Your eye doesn't get lost in that get lost Ludlow part. I'd be interested to hear more about what the board members think. I'm a little more amiable to the slogan. I understand your message and mission of the slogan. I have to get past the eye test. The first thing the eye picks up are the large words.

Ms. Potter: We can certainly address how it visually hits people. We can make the in more prominent. We can play with the font size and how it appears and how it's presented to make it present better for the user so when they first see that flash they're seeing it as Get Lost in Ludlow and the in is more prominent. That's an easy fix we can make from a design perspective. I appreciate your feedback. There's been a lot of iterations in terms of the colors for this. From what it started with and where it is right now from what I showed you, Marc and Carrie can admit there's been a lot of different versions of how we played with different colors. We can work with that in terms of a design of how it pops and how it displays.

Mr. Guilfoil: That's the beauty and challenge of a public tourism campaign. If you were a corporate client, we would go back and forth with the marketing department and present the board with something after about a year and a half of work. It's a public process here so you're seeing something very much live that's not finished, that's very much in progress. When the slogan Get Lost in Ludlow was first presented to me I didn't like it. I had to think about it for an hour. There's so many other slogans out there. Welcome to Ludlow has a more generalized idea. I thought about that and did some more research on it. The problem with welcome as a slogan is that's Las Vegas's slogan. It's Welcome to Fabulous Las Vegas and that slogan implies that you have already come. What we want to do is introduce people to Ludlow and give them an idea of you're so close to some of the most densely populated parts of New England. Ludlow has a wide variety, between main streets, restaurants, businesses, shopping, farms, athletics and we wanted to do something that was more of a soft introduction to a place that you're not coming for that one big reason. That's what brought me into that campaign. The logo itself ...

Mr. Gennette: Were there other ideas you had come up with before Get Lost? Experience Ludlow or were there other ideas that were tossed around.

Mr. Guilfoil: We did talk about Experience Ludlow, Welcome to Ludlow, Visit Ludlow, but that's a very generic phrase the tourism board uses for the Pioneer Valley and different parts of the state. We did think of the safer options but we felt Get Lost in Ludlow would be for people to enjoy from an individual perspective and be unique. Something the news media would be interested in. It is a little bit tongue and cheek, catchy, it's not generic. We felt we should bring you a bold choice.

Ms. Potter: A big part John and I spoke to was using the word welcome means this was your destination and now you're here. What we're trying to do is tap into those individuals that Ludlow is not their final destination. Their final destination is they're going to Springfield College to visit their student or going to the Berkshires or the Basketball Hall of Fame. They have a different destination in mind. When they see Get Lost in Ludlow and they're thinking I wonder what that has to offer, I wonder what there is for me there, we're taking them off of their path they thought they were going and diverting them somewhere else to get immersed in what it has to offer.

Mr. Guilfoil: We had the conversation of New York, Connecticut, Western Mass 2 parents dropping their kid off in Boston and coming back. Maybe they're empty nesters. What are they going to do? They can go to the casino and/or you can come to a town you might not have stopped in before except on the pike. You can get off and experience this list of things, a curated calendar of events. That is ultimately where Get Lost in Ludlow evolved for us, as a way to introduce people.

Mr. Silva: There's nothing about the word lost I like. When you lose in a game it's a terrible word. You lose on a bet it's terrible. To me there's nothing beneficial in lost. I get the reference that

you're trying to get lost and have a good time but lost is a negative word to me. That's where I'm at. If you have a child that's lost that's a scary thought.

Mr. Guilfoil: The other side of the conversation is lose yourself. Get lost in your imagination, get lost in the moment. Getting lost also implies letting go of your expectations. We're not using welcome, experience or the safe tourism words a lot of these campaigns use but we do think the double meaning of the word implies curiosity and people might be interested in exploring deeper in a place that has a lot to offer. It's not a place that we go to AAA and plan your family vacation to Ludlow. That ultimately is the inspiration for this. We encourage people to introduce themselves to a place they might not otherwise come to.

Mr. Gennette: I agree with Manny. I really like that it's a little different, a little out of the box, it's not the normal and I like that you're trying to get to a new aspect but I agree with Manny. When somebody tells me to get lost that's where my head goes. I would love to hear some other options and I love the out of the box thinking. Something new and different but I'm not sure that's a comfortable thing for me and I don't know if you can work with that a little bit.

Mr. Guilfoil: It's meant to bring all of the reactions you would get from that word but it also makes you dig deeper and say what's this all about. That, to us, the campaign itself has to interest people in getting deeper into the Town.

Ms. Potter: There's curiosity with it.

Mr. Gennette: I understand the motive. I think it's great to think outside the box. I just don't know if that fits for me.

Mr. Rosenblum: Thank you for the presentation. When I first looked at it I think I misunderstood everything and saw the logo. I passed around some photos. I've done a ton of logos for golf merchandise and I always try to immerse things of what I'm making the logo for to have pieces of it if you read into it. Like the clock tower, if it read 7:54 time. Because we're exit 7. People in town would get it. We're exit 7 and we're exit 54 now. The get lost part, you might be able to soften the word lost if you use become. Become Lost in Ludlow.

Mr. DeBarge: It's worse.

Mr. Rosenblum: I get it. I see what you're doing with the get lost because personally you're getting yourself lost and releasing yourself. I don't mind it. I had taken out the sunrays and put jute strands behind it because we're a jute town. Almost like cornstalks behind it but it's jute. The people that are in town would also be able to relate to it because it shows the heritage and what goes on. I added in a piece of a pentagon from a soccer ball underneath the clock tower because the bottom line almost looks like the crest of a soccer ball. The logo can pull in some of the things the town represents. The Get Lost in Ludlow portion I'd have to think about more. Your presentation of it clarifies it. Obviously a hash tag with everything works great. I like the page. It's almost like a Yelp page. Here's this restaurant, here's this spot. I love the idea of that. To be able to click on it and say restaurants, bars, breweries, agricultural, zoo.

Mr. Gennette: I like the website as well.

Mr. Rosenblum: I like the idea of a snapshot of what you're doing and where to go.

Mr. Guilfoil: As the campaign progresses this idea we can pull up and down what the town shows. People playing soccer, a street full of shops, a farmstand, show all different things and then pull out on the whole town, whether it's video or animated that's still to be determined. But that gives us that impression that there is a place you can come to and experience 10, 20, 100 different things that maybe you didn't plan on experiencing. Whatever the final format is, it's yours and for you all as a town to decide. I do think this idea of not being focused on one macro is ultimately what's going to draw people to Ludlow at the end of the day.

Mr. DeBarge: What do we want to do? Do we want to see a couple other? I don't know how to do this. I've never had a marketing meeting before. Do you have a top 3 or is it that your goal is to talk us all into Get Lost in Ludlow? Do you have other slogans that are top 3 that we should consider or look at? I'm not exactly sure what the next step should be.

Mr. Guilfoil: Normally in meetings when we're working with town government we've gone through the initial 3 rounds of initial design and probably 8-9 additional revisions on the logo to get to this point. Our company would strongly pitch to you that we believe Get Lost in Ludlow is a slogan you should go with but we can't force you to do that. It is our position that this is the best use of the creative muscle your town has invested in to draw people to Ludlow as a non-traditional tourism destination and maybe eventually a lifestyle of living. We've gone through a lot of iterations to get to the point that we're at. Marc can definitely attest to that. I think it's up to the town to decide if they want to go in that direction and we continue the progress we're making.

Mr. DeBarge: Marc, what do you think of it?

Mr. Strange: When I first heard Get Lost in Ludlow I had the same reaction a lot of people did. I felt like it had a negative connotation but the more we've worked with it and said it and seen it, it's become less about the literal meanings of the words than it is a slogan. In particular, when you take it in the context of the website. It's grown on me. In terms of the logos, there were 3 initial logos. Carrie and I chose the same one. It's not the one you see here, although I do like this one. If you ask 10 people you're going to get 10 different opinions. I figured this was going to happen because we all have different experiences and preferences. I think what John is saying is we had a certain amount of grant money and there was a scope associated with that grant and in terms of the design process I think they've gone to their limit. If we wanted to have them dig further we can maybe get a quote for a couple different designs or slogans. That certainly was not the intent of this. I think if you look at this in a year it will be a non-issue. We're really focused on what the slogan is and what the logo looks like but once you look at it in the context of the whole campaign, you're going to have banners on Riverside Drive. You're going to see the tower with the rays. People will get used to it.

Mr. DeBarge: Carrie, what do you think?

Ms. Ribeiro: I like it. I like the play on words. I think you have to understand what the overall big picture is. This is a marketing campaign. This is not a logo we're stamping on our letterhead, this is not a logo we're printing on our business cards. We had an opportunity to get a grant through the casino, which is obviously traffic coming through this area. The point of this was to drive people to town. We're not changing the logo of the Town of Ludlow for printing purposes. This is a marketing campaign. This is a great opportunity that we've had. I don't think we should get lost sitting here saying do I like purple, blue. We've done that already with Kristen and her team nitpicking the logo. In a couple months I don't think people are focusing on that. We're focusing on it. I get the word lost. Get Lost in Ludlow. Lose Yourself in Ludlow. See what Ludlow has to Experience. I think that welcome to and experience is boring. Welcome to is like welcome to every other town and city you go to. I think we're in the beginning stages of this and the final product of having the website and list of attractions, restaurants, bars, breweries, agricultural we have to offer, the sporting events and I think the plan will come together. I like it. The logo you can play around with, colors, fonts, but like Marc if you put 10 people in a room you're going to get 10 different. I was shocked that he and I picked the same logo. There's only so much you can do with that. You could put a soccer ball on it, anything, but it is small and you want it to be simple. I like it. Correct me if I'm wrong Kristen, but we can always change it if we don't like it.

Ms. Potter: Yes, I don't want to get 6 months down the road with the campaign in Ludlow and have to push the brakes on it and shift into another direction. I feel like we've made a lot of progress in a short period of time that the team has been meeting with Marc & Carrie. We meet every Thursday. We've been very aggressive with our outreach to different community members and we've had conversations with regional sales directors who oversee the Holiday Inn Express. Their renovations that start in November, where we are with the campaign because we're in the design, we want to make sure we capture an area of their campaign and for the Town of Ludlow to be able to effectively market everything they have going on. We're on the radar already of the hotels, conferences and things are going to be going on in and around the town knowing this campaign is already starting to have some buzz among those people. We already have that momentum going in.

Mr. Guilfoil: Lori told us there's already revisions of the logo, if Get Lost in needs to be the same size and Ludlow needs to be massive, we've had soccer balls in at one point. Lori already said if Ludlow needs to be larger we will charge you for that. This is a 10 year, so for me as a business owner I want to make sure she is happy with the campaign. The business owners and people in

this town love the idea of the campaign. Take the name out of it. They really want to see their town, business, homes, athletic achievements, agricultural achievements, they want to see their town they love featured in some capacity. I would like to send you the blue board and scenery for an intro to the website before you finalize your decision making. We're not able to produce that video. It will take several weeks but the script involves getting off the pike and experiencing the 10 different layers of Ludlow. That ultimately makes the case for the campaign a bit more.

Mr. Gennette: How long does this marketing campaign last? What's the timeline for starting and ending this?

Ms. Potter: It was a one-year contract term.

Mr. Gennette: How will we know how successful this marketing campaign was at the end of it, after a year? Will we have some analytics behind this?

Ms. Potter: We'll have website analytics, social media analytics. We'll have complete analytics on the website in terms of traffic, clicks and where people are going on the website. We'll be able to see where they're coming from and where they're going. If they clicked on Randalls or events we'll have that type of analytics. In addition to that, any social media analytics we'll be able to report on those. At this time, we're not doing any paid campaigns on social media, we have not allotted for that, but if we decide we want to do those obviously we will have those specific campaign analytics. Any ongoing email marketing, newsletters we've been talking about in terms of highlighting different events or featuring different businesses, people in Town Hall or people you need to know within the Town we're still toying with the concept of what that looks like. What we push out on any of those channels we can measure what cities, towns and states they're coming from.

Mr. Guilfoyle: We're also going to do a media relations campaign where we have tracking tools that will measure how many eyes and viewers are on a Western Mass news story or general story and we'll be able to provide that to the Town on a regular basis.

Ms. Potter: The other part we're looking at is if we're able to market this campaign on the chamber's website, the Visit Western Mass website and places like that, being able to see what traffic from those channels are driving people over to the website. We'll be able to see all that information.

Mr. Gennette: I'm not a marketing person. Logos and colors is outside of my expertise. We lean on you guys to figure that out. If it's going to run for a year I would approve it and if we see the analytics show this wasn't a good campaign then we have to figure something out after that. I would support it because I'm not a marketing person. I lean on your expertise. Marc & Carrie seem to be in favor of it.

Mr. Rosenblum: I'm good with running where it goes now. The analytics part where it's going to show you click views they can definitely track the digital aspect. I'm good with it because I think the main thing you're saying is when you put the whole package together it makes sense. If you're going to dwell on Get Lost in Ludlow then we're never going to get into the package. We're going to be beating our heads about a slogan. I would say let it go where it goes. Let the experts take care of it. Obviously, you're meeting with them once a week. We can pass along anything after those meetings.

Mr. DeBarge: I know you've done your homework with our businesses and community relations in town. You've done a lot of work on this. I definitely respect Marc and Carrie's opinion on it. I'm more than willing to move forward with it because I don't necessarily do cartwheels over something doesn't mean it's not going to hit. I'm not the be all end all when it comes to anything. I can definitely go along with it. Your pitch made it grow on me when I saw it anyway. I think it's something Ludlow needs. I think we should go forward with it too. Is that what this was for? Are you looking for a motion to set this in motion or are we going to wait until we see the video?

Mr. Strange: I think we were just, after unveiling the latest iteration of the slogan and the logo, we wanted to make sure. We know you had concerns and we wanted to make sure if you were not ok with it and we had to change it or if you were ok with it we could move forward. I don't know that we necessarily need a motion. You are welcome to take a motion. It sounds like John and Kristen



and the team can continue to work on the website and flush out the rest of the campaign so you can get a holistic view of it.

Mr. DeBarge: I'd like to keep moving forward. John mentioned the video. I would like Tony in the mix on this. I'd like all 5 of us to be the ones to decide to push this forward. By all means, I have no interest in stopping forward motion. If there's no motion needed and it's a consent to move forward then yeah.

Mr. Guilfoil: OK. We will keep working.

## UNFINISHED BUSINESS

Board to approve the use of ARPA funds for Town Hall Parking Lot paving and replace all sidewalks in the amount of \$119,351.90.

Mr. Silva: Before we do that, I think we need a little explanation. I have a couple people that asked me why we are spending this kind of money on our parking lot, which isn't really that bad vs spending it on some streets that are terrible. I think I explained it pretty well. Where the funds come from, how the funds are allocated. It's not just that we decided to do this. If Marc would like to explain it a little bit.

Mr. Strange: Replacing streets is a lot more expensive than \$110,000. There's so much to it depending on the condition of the road. The parking lot is able to be milled and paved and not totally reclaimed, which means they dig out the whole lot and re-do the whole thing. From my perspective, Town Hall is the heart of and soul of the Town. If we show love to the Town Hall, the parking lot, the building, people come in and they can have more of a sense of pride and they can feel better about what's going on. That's just how I feel about it. The parking lot could have gone more years without getting done but it is in rough shape. Even after they milled it, the layers underneath are still in rough shape. This is an opportunity that is not local taxpayer money being used. We'll have a nice new parking lot and ADA-compliant sidewalks. We certainly could have used the money for other things but that was my thought process. I'm a huge infrastructure guy. I think we should spend a lot more money on roads and sidewalks but they're so prohibitively expensive.

Mr. DeBarge: I got the same question from a couple people and I talked to Marc about it. Sidewalks are raised and not compliant and we have a lot of traffic that goes in here. I agree with Marc about the beacon of the town. The Town Hall building should look right, should be manicured right, should be landscaped right, the parking lot should be right, the sidewalks should be right for people to ambulate through. And most importantly it's ARPA money.

Mr. Gennette: This money is a use it or lose it situation. If we don't get this money under contract and put it somewhere then nobody is going to do anything. We just don't have enough time to allocate contracts to be able to do other big jobs. We've done a lot of that. We have to allocate this money somewhere and it might as well be in the parking lot. We just don't have another job we can get under contract to utilize these grant funds so it might as well be the parking lot.

**Motion made by Mr. Silva** to approve the use of ARPA funds for Town Hall Parking Lot paving and replace all sidewalks in the amount of \$119,351.90. **Mr. Gennette second. All in favor. Motion passed 4-0.**

Board to approve the use of ARPA funds for back-end cleanup work in MUNIS.

Mr. Strange: This is one of the projects we presented back in July. It's hard to justify spending money on because people don't see it. It's like subgrade infrastructure. People don't see the impact of it but we spend a lot of money every year on our Munis product. It's our main database of information. It's how we process payroll. We have all of our Human Resources information in there. All of our invoices and all the bills we pay go through Munis. The problem is the back end has not been kept up so we have a list of thousands of vendors so it's difficult to locate a vendor. That's part of it, to clean up all the vendors. Also, the contact in each department and assigning a role. When I started, I inherited Ellie's role and there's absolutely no security with that. Everybody in town can go and access pretty much any information on Munis, which is completely insecure. This will do that. Instead of identifying a person, my role as me as a person it would be the Town Administrator, the Assistant Town Administrator and everybody in the Town would have a certain

role. There would be a limit to the information every person could access. I would probably have a lot of access to information. Depending on who they were it would focus on their job function. It's very technical and I don't know if I explained it that well but it's money well spent in the end. Up to \$40,000.

Mr. Silva: If anybody has even glanced at Munis, it's unbelievably cumbersome. You need to clean it up as best as you can. It's amazing.

Mr. Rosenblum: To reiterate that, I work with Munis every day and if your system is slow, back logged, and trying to find things in it, it slows down business in town. It handcuffs the people and employees in town and the work they're trying to do.

Mr. Gennette: Again, use it or lose it.

**Motion made by Mr. Silva** to approve the use of ARPA funds for back-end clean-up work in Munis. **Mr. Gennette second. All in favor. Motion passed 4-0.**

## **NEW BUSINESS**

Board to declare the 2008 E-350 van from the Senior Center as surplus property.

**Motion made by Mr. Gennette** to declare the 2008 E-350 van from the Senior Center as surplus property. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Board to declare Hubbard Memorial Library copier as surplus property.

**Motion made by Mr. Gennette** to declare Hubbard Memorial Library copier as surplus property. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Board to accept FY25 Municipal Road Safety Grant in the amount of \$30,223.49.

Mr. DeBarge: This is for the Police Department for traffic and other road protection operations.

**Motion made by Mr. Silva** to accept FY25 Municipal Road Safety Grant in the amount of \$30,223.49. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Board to accept PARC grant award for Whitney Park in the amount of \$500,000.

**Motion made by Mr. Rosenblum** to accept PARC grant award for Whitney Park in the amount of \$500,000. **Mr. Gennette second. All in favor. Motion passed 4-0.**

Board to sign the vendor agreement between the Town of Ludlow and Vanished Valley Brewing Co. for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024.

**Motion made by Mr. Gennette** to sign the vendor agreement between the Town of Ludlow and Vanished Valley Brewing Co. for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Board to sign the vendor agreement between the Town of Ludlow and Valley Vodka, Inc, for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024.

**Motion made by Mr. Gennette** to sign the vendor agreement between the Town of Ludlow and Valley Vodka, Inc, for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024. **Mr. Rosenblum second. All in favor. Motion passed 4-0.**

Board to sign the vendor agreement between the Town of Ludlow and The Beer Guy, LLC for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024.

**Motion made by Mr. Rosenblum** to approve the vendor agreement between the Town of Ludlow and The Beer Guy, LLC for the 250<sup>th</sup> "Falling into Fun" event being held on October 5<sup>th</sup> and October 6<sup>th</sup>, 2024. **Mr. Gennette second. All in favor. Motion passed 4-0.**

Board to sign the Weston & Sampson contract for the Robert Street Neighborhood Engineering design.

Mr. Strange: We don't have the contract ready just yet so we'll have to table that.

## BOARD UPDATES/MISC

Mr. Gennette: Capital Improvement Planning Committee is not scheduled for a little bit yet. Just letting you know if you're a department head you better get your requests in for your capital projects. We're going to wait until the middle of November. The cut off is November 26 for departments to get their requests in.

Mr. Silva: If someone does have some kind of a promotion on the Falling into Fun events that are going on and would like to elaborate a little on what exactly is going to be happening there. Does anybody have any knowledge of that?

Mr. DeBarge: Like vendors and games?

Mr. Silva: It's a promotion for this event so if you'd like people to go. If you have everything that's going on let them know.

Mr. DeBarge: It is in our event calendar for Saturday October 5<sup>th</sup> and Sunday October 6<sup>th</sup> Fall into Fun benefit for the 250<sup>th</sup> Celebration Committee to be held at Memorial and Veterans Park 11 a.m. – 6 p.m. It will be a lot like the other events, there will be vendors, games, food, beverages, all kinds of stuff spread out around the gazebo and Memorial Park area, Chestnut Street. Come check it out. 250<sup>th</sup> is also gearing up for their decorate your house for Halloween contest. After that will be Christmas Tree lighting and decorate your house for Christmas as well. Monday, October 7<sup>th</sup> is Michael J. Dias 11<sup>th</sup> annual golf tournament being held at the Ludlow Country Club. It's also our Town Meeting. Be sure and watch that. We have some very interesting articles going up including the Charter. Monday, October 14<sup>th</sup> the Town offices will be closed for Columbus Day.

## CLOSING COMMENTS

Mr. Gennette: I want to wish my father a Happy Birthday. It's his birthday today.

Mr. Rosenblum: Town Meeting is Monday.

Mr. DeBarge: I want to talk about the mills a little bit. Our friend, David Sady, has been giving us some incredible views of the work that the Winn Development Group has been doing on Mill 8 and the clock tower. I do want to make sure last week's Register that had the cover picture of the clock tower said that WestMass presents, that was Winn Development is doing that project. WestMass owns the property and owns the first floor and will be bringing in retail businesses on the first floor, but the build out of Mill 8, Mill 10 and the clock tower is Winn. To update everybody on what's been going on, as I said Dave Sady has given us instead of still pictures he's given us such a great view of all of that work from his drone. We are very grateful for that. We're lucky to have him do that for us. A little update on what's going on so everybody knows, Winn should complete their work at Mill 8 by mid to the end of October, this month. Clock tower is almost complete. It should be done around the same time. As you can see, the clock is telling the correct time. The brass on the top has been shined. It looks fantastic. Better than I expected. Winn is hoping to get their certificate of occupancy by mid-October with people moving in shortly thereafter. WestMass is finishing the work in the parking lot, stairs and retaining wall for the access to the parking lot into Mill 8. As I said, WestMass has the first floor to Mill 8 and they already have 2 potential tenants. Jeff Daley, the President of WestMass and who has been the best guy to deal with, always answers his phone, always answers questions. He won't tell me who's knocking on the door for retail but I have put in the effort. Two potential tenants for October and November with the build out after that. We all know that in the old carpentry building that AJ Crane has redone is being done for Tandem Bagel Company. They will be coming very soon and their full operation will be done out of that building. We're very excited about that. I also asked West Mass about the relationships that he has with the other contractors and companies that come in and out of this 300+ million-dollar project we've been doing for many years. Mr. Daley had mentioned the coordination between Winn, Dellbrook and WestMass and Geeleher have been second to none and have been easy to work with. He also mentioned that BJ, our Building Commissioner, has been great to work with, very supportive of the project and also mentioned her wealth of

knowledge is incredible. We love that relationship with our Building Commissioner and the mills project. WestMass also wants to make sure that we all know they're grateful to us because you have to have support of the Town to be able to make sure that we do these projects. We, as a Board of Selectmen, have been supportive, we have State Representatives that have been supportive, we know our State Senator Jake Oliviera has been supportive. Most importantly, we know that through the beginning of this project from the whisper of it a long time ago up until now it has been Tom Petrolati that has pushed this project and has been able to be the leader in this project because of his undying love for this Town. I just want to say thank you to all of the help from all of our politicians that need to get these tax credits and all of these monies for the Brownsfield cleanups and all the stuff we have to do for the reclaiming of these buildings, building all this out, the roadwork. This all comes from a lot of work done behind the scenes by people that we don't see all the time. Thank you for that. I hope you like the update on the mills. More will be coming. The road for Millside Drive is done. Go take a walk and see the new paved road going out to the buildable acres that we're going to build out to. Great things coming for our community and I hope everybody sees it

**Motion made by Mr. Rosenblum to close the Board of Selectmen's meeting at 7:30 p.m. Mr. Silva second. All in favor. Motion passed 4-0.**

  
Chairperson

  
William K. Silva

  
James T. Silva

  
William K. Rosen

  
Arthur

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