Town of Ludlow
Office of the Select Board

The Meeting of the Select Board held on Tuesday, July 7, 2026, began at 5:30 p.m. in the Select Board's Conference Room.

Members Present: Anthony Alves, James Gennette, William Rosenblum, Antonio Sanches, and Manuel Silva.

First order of business: Pledge of Allegiance

Mr. Rosenblum: Pursuant to MGL Chapter 30A, section 20(f), after notifying the Select Board chair, any person may record the open session of this Select Board meeting, subject to reasonable requirements of the chair. This meeting is being recorded by Ludlow Community Television. If anyone else is recording, please identify yourself now. There is no one.

5:30-5:45 P.M. – PUBLIC COMMENT

VISITATION

5:45 P.M. – Public Hearing – Keshavah Corporation – 12 Cady Street – Issuance/Transfer of Stock/New Stockholder & Change of DBA.
Motion made by Mr. Gennette to open the public hearing for Keshavah Corporation 12 Cady Street Issuance/Transfer of Stock/New Stockholder & Change of DBA at 5:45 p.m. **Mr. Alves second. All in favor. Motion passed 5-0.** Attorney Matthew Porter appeared on behalf of Keshavah Corporation along with Mr. Patel, who is the proposed new shareholder of the business currently operating as Pop-N-Kork. Mr. Porter explained that Mr. Patel has been working at the location and is purchasing shares to become a part-owner. There will be no changes to the business structure, hours of operation, officers, or directors. The corporation is requesting approval of the stock transfer and a DBA change from Pop-N-Kork to Liquors 44. He noted that the rebranding would include new signage, which would be submitted through the appropriate town process. Mr. Silva asked whether the Planning Board needed to review the change for occupancy purposes. Mr. Porter stated that no change of occupancy is anticipated and that DBA changes are typically handled through a business certificate, but he agreed they would consult the Planning Board if needed. Mr. Silva indicated he had no concerns with the request. **Motion made by Mr. Silva** to approve the request for a new Stockholder and Change the DBA at 12 Cady Street. **Mr. Gennette second. All in favor. Motion passed 5-0. Motion made by Mr. Gennette** to close the public hearing at 5:48 p.m. **Mr. Silva second. All in favor. Motion passed 5-0.**

6:00 P.M. – Public Hearing – Ludlow Coffee Co – 135 East Street – New Wine & Malt License.
Motion made by Mr. Gennette to open the public hearing for Ludlow Coffee Co, 135 East Street, new Wine & Malt license at 5:57 p.m. **Mr. Silva second. All in favor. Motion passed 5-0.** Kayla and Matt, two of the three owners of Ludlow Coffee Co., appeared before the Board to request a malt and wine license. They explained that the business currently serves coffee and food and hosts community events, such as paint-and-sip sessions, and they would like to offer wine at certain evening events where appropriate. They stated there would be no regular daily alcohol service and that alcohol would be stored securely in a liquor locker. Staff working during such events would be TIPS-trained.
Mr. Rosenblum asked for clarification, and Kayla confirmed wine service would occur only during designated events, typically between 4:00 p.m. and 9:00 p.m. He also relayed a constituent concern about winter walkway maintenance and limited parking in the area.
Nicole Afonso, owner of 44 Sewall Street, spoke in support of Ludlow Coffee Co. but raised safety concerns regarding speeding vehicles and customers using her private parking lot.

She asked whether plans were in place to manage overflow parking during events. Kayla stated the business has communicated to customers which parking is theirs and would continue to reinforce this, and that they would speak with their landlord (Deluxe Auto, the property owner) about signage or permission to use additional parking areas during events. Mr. Silva recommended contacting the landlord regarding use of spaces closest to the coffee shop. Ms. Afonso said her concerns centered on tenant access and safety, and appreciated efforts toward better communication. Mr. Alves encouraged ongoing communication between the businesses should issues arise. **Motion made by Mr. Sanches** to approve Ludlow Coffee Co, 135 East Street new Wine & Malt license. **Mr. Silva second. All in favor. Motion passed 5-0. Motion made by Mr. Gennette** to close the public hearing at 6:06 p.m. **Mr. Silva second. All in favor. Motion passed 5-0.**

CORRESPONDENCE

26-94 Charter Communications – Upcoming Changes to Channel Lineup. **Motion made by Mr. Gennette** to file. **Mr. Silva second. All in favor. Motion passed 5-0.**

26-95 Color Ludlow with Love – Application to hold Celebration of Diversity event on Saturday, August 29th 10:00 a.m. – 3:00 p.m. at Veteran's Memorial Park (Gazebo Park). **Motion made by Mr. Gennette** to approve Color Ludlow with Love application to hold Celebration of Diversity event on Saturday, August 29th 10:00 a.m. – 3:00 p.m. at Veteran's Memorial Park (Gazebo Park). **Mr. Alves second. All in favor. Motion passed 5-0.**

26-96 Springfield Rescue – Request to hold charity "Ride to End Homelessness" on Sunday, July 12th. **Motion made by Mr. Alves** to approve the Ride to End Homelessness in coordination with our Police Department to be held on Sunday, July 12th. **Mr. Gennette second. All in favor. Motion passed 5-0.**

26-97 Sheila Dias, 1359 Center Street – Letter disputing jersey barriers located at 1353 Center Street.
Mr. Silva reported that after reviewing all documents and correspondence, he found no role for the Select Board in the matter raised, noting that issues of this type fall under the authority of the Building Commissioner and other relevant boards. He stated that without a referral or request from those boards, the Select Board has no jurisdiction. Mr. Gennette agreed, adding that Center Street is Route 21, a state road, further limiting the Board's involvement. Mr. Rosenblum stated he also reviewed the materials and concluded that the matter pertains to planning, zoning, and building inspection, and would only come before the Select Board if an action requiring Board approval were needed. Mr. Silva recommended sending a notice to Sheila Dias explaining that the Board has no jurisdiction and advising her to follow up with the appropriate boards. Mr. Alves noted that the Building Commissioner has already responded to the matter. **Motion made by Mr. Silva** to send a notice to Sheila Dias notifying her that the Select Board has no jurisdiction over the matter. **Mr. Gennette second. Motion passed 4-1.** Ms. Church, Building Commissioner, addressed the Board to clarify the extensive enforcement work undertaken regarding repeated complaints about a Center Street property. She stated that she has investigated each complaint in accordance with 780 CMR and the town's zoning bylaws, and that multiple departments—including Building, Health, Planning, Conservation, Electrical Inspection, Fire, and Police—have reviewed the concerns. No violations were found related to building code, zoning, fencing, solar array placement, or any other cited issue. She noted that a significant volume of complaints has been filed, and expressed concern that the situation is approaching harassment. Ms. Church emphasized that all departments have performed thorough due diligence, documenting findings in detail. She explained the avenues available for appeal: decisions under 780 CMR may be appealed to the Board of Building Regulations and Standards, and zoning decisions may be appealed to the Zoning Board of Appeals. She also referenced prior communication sent to the complainant explaining these options. Mr. Alves thanked Ms. Church for her written summary. Mr. Rosenblum noted that although the Board had already acted on the related agenda item, he wanted to ensure Ms. Church had the opportunity to speak. He reiterated that the matter does not fall under Select Board authority and that the Board will send a notice stating this. Mr. Serrizina, the property owner, addressed the Board, expressing frustration over the volume of complaints and the strain on town departments. He asked at what point the ongoing filings constitute harassment. Chief Brennan explained that the Police Department must investigate any complaint

received, but once a complaint is found unfounded or not sustained, there is no further enforcement action available. He noted that the pattern has burdened multiple town departments but that individuals cannot be prevented from filing complaints. Ms. Church concluded by reiterating that all relevant departments have investigated the matter extensively and found no violations or grounds for enforcement.

26-98 Board of Assessors – Requesting reconsideration of proposed changes to the excise tax adjustment process.
Ms. Hill, Treasurer/Collector, discussed ongoing issues related to the processing of motor vehicle excise abatements and the impact on collections. She explained that under MGL Chapter 60A, the Collector is required to accept full payments and not partial payments. Historically, partial payments have been accepted when residents received word-of-mouth or informal notice from the Assessors regarding potential abatements. She stated that this practice conflicts with state law and creates problems when abatements are not posted promptly. Ms. Hill reported that approved abatements are being posted only once per month, often after due dates, preventing her from collecting accurately on updated amounts and contributing to billing confusion. She said she has already met with Mr. Strange and Mr. Laramee to outline the issue and explain that timely posting—ideally immediately upon approval—is essential to maintain proper procedure while minimizing disruption for residents. Mr. Silva noted that excise procedures fall under state law and the authority of the Assessors, not the Select Board, but suggested determining why abatements are not being posted promptly. He recommended notifying the Assessors and seeking clarification.

Mr. Sanches, serving as liaison to the Treasurer/Collector's office, stated that both departments are following correct procedures individually, but the timing gap between the Assessors' approvals and the Collector's system updates (Munis) is causing problems. He emphasized that the Collector must rely solely on the figures displayed in Munis and cannot accept payments based on verbal representations or pending abatements. Mr. Gennette asked whether any local bylaw affects the process; Ms. Hill stated none exists and that state law governs excise collection. He recommended referring the matter to Town Counsel if needed to confirm proper alignment with state law and to address any misaligned practices. Mr. Rosenblum asked about typical refund timelines, and Ms. Hill confirmed that refund processing generally takes four to six weeks but could be avoided if abatements were posted immediately.

The Board discussed the need for improved communication between departments and agreed that additional conversation among the Town Administrator, Assessors, and Collector is appropriate. Mr. Alves noted that a recent letter from the Assessors was dated after Ms. Hill's initial meeting with staff and suggested another joint meeting to reconcile procedures with the updated information. Ms. Hill also informed the Board that, in addition to processing the current fiscal year's motor vehicle bills, she is handling outstanding FY25 excise bills for which demands were never issued, causing confusion among residents and contributing to elevated frustration. Town Administrator will continue discussions with Assessors and Treasurer/Collector to process abatements immediately vs once a month.

26-99 Massachusetts Department of Environmental Protection - Notice of Non-Compliance – American Concrete & Asphalt, Inc, 240 Ventura Street.
Mr. Rosenblum noted that this item appeared on the previous agenda because the Board received an email inquiry about it. He reiterated that, as previously discussed, the matter is under MassDEP's jurisdiction and is not currently within the Board's or the Town's authority unless MassDEP later requires local involvement. He stated that no action can be taken by the Board until MassDEP issues a determination. Mr. Alves added that a similar notice had come before the Board two or three weeks earlier, but it involved a different property. Although both property owners reside on the same street, the violations are separate, which had caused some confusion. He reiterated that this matter, like the prior one, remains under state purview. **Motion made by Mr. Alves** to file. **Mr. Sanches second. All in favor. Motion passed 5-0.**

26-100 Springfield Water & Sewer Commission – HAA5 Water Quality Violation & Public Notification. **Motion made by Mr. Alves** to file. **Mr. Sanches second. All in favor. Motion passed 5-0.**

26-101 Public Safety Facilities Planning & Oversight Committee – Organization.
Mr. Gennette reported that the Public Safety Facilities Planning & Oversight Committee met and organized with the following officers: Chairman Zac Ellison, Vice Chairman Brad Tierney, and members Tony Sanches, Aneta Lombardi, Ryan Pease, Mike Brennan, and Joshua Carpenter. He stated that the Select Board must formally approve the committee's organization. Mr. Silva asked what required approval, noting he believed the committee had already been established. Mr. Gennette clarified that while the committee itself had previously been formed, the Board must formally approve the slate of members and the committee's organizational structure. **Motion made by Mr. Gennette** to approve the Public Safety Facilities Planning & Oversight Committee as follows: Chairman Zach Ellison, Vice Chairman Brad Tierney, with members Tony Sanches, Aneta Lombardi, Ryan Pease, Mike Brennan, Joshua Carpenter. **Mr. Silva second. All in favor. Motion passed 5-0.** Mr. Gennette said that the end date for resident applications to be on the committee is not until the 14th. At the next meeting they'll submit resident fill-ins for the committee. There are two open spots currently for residents.

26-102 MASS DOT – Bridge Inspection Report dates 5/29/2026 – Piney Lane/Broad Brook. **Motion made by Mr. Silva** to file. **Mr. Gennette second. All in favor. Motion passed 5-0.**

UNFINISHED BUSINESS

Board to approve the FY26-FY27 LATOSS collective bargaining agreement (tabled from June 16, 2026). **Motion made by Mr. Gennette** to table. **Mr. Alves second. All in favor. Motion passed 5-0.**

Board to approve and sign intermunicipal agreement with Palmer for Veteran's services (tabled from June 16, 2026). **Motion made by Mr. Gennette** to approve and sign the intermunicipal agreement with Palmer for Veteran's services tabled from June 16th, 2026. **Mr. Silva second. All in favor. Motion passed 5-0.**

Board to discuss Treasurer/Collector staffing (tabled from June 16, 2026). **Motion made by Mr. Silva** to table. **Mr. Gennette second. All in favor. Motion passed 5-0.**

NEW BUSINESS

Board to approve and sign minutes from meeting of June 16, 2026. **Motion made by Mr. Gennette** to approve and sign minutes from meeting of June 16, 2026 with all members present except Mr. Silva. **Mr. Alves second. All in favor. Motion passed 5-0.**

Board to appoint Michelle White, Town Accountant. **Motion made by Mr. Silva** to appoint Michelle White as our new Town Accountant effective 7/1/2026. **Mr. Gennette second. All in favor. Motion passed 5-0.**

Board to appoint Capt. Zac Ellison, Lt. Brad Tierney, Police Chief Michael Brennan, Fire Chief Ryan Pease, James Gennette, Josh Carpenter, and Aneta Lombardi to the Public Safety Facilities Committee. This was addressed above.

Chief Brennan – Request to charge off medical expenses and lost wages to Chapter 41, §111F for an Officer injured on duty on June 14, 2026. **Motion made by Mr. Silva** to approve the request to charge off medical expenses and lost wages to Chapter 41, §111F for an Officer injured on duty on June 14, 2026. **Mr. Alves second. All in favor. Motion passed 5-0.**

Chief Pease – Request to charge off medical expenses and lost wages to Chapter 41, §111F for a Firefighter/Paramedic injured on duty on June 11, 2026. **Motion made by Mr. Silva** to approve the request to charge off medical expenses and lost wages to Chapter 41, §111F for a Firefighter/Paramedic injured on duty on June 11, 2026. **Mr. Alves second. All in favor. Motion passed 5-0.**

Chief Pease – Request to charge off medical expenses and lost wages to Chapter 41, §111F for a Firefighter/Paramedic injured on duty on June 8, 2026. **Motion made by Mr. Silva** to approve the request to charge off medical expenses and lost wages to Chapter 41, §111F for a Firefighter/Paramedic injured on duty on June 8, 2026. **Mr. Alves second. All in favor. Motion passed 5-0.**

Board to approve and sign FY26 year-end transfers. **Motion made by Mr. Gennette** to approve and sign FY26 year-end transfers. **Mr. Silva second. All in favor. Motion passed 5-0.**

Board to discuss music at Vanished Valley.
Mr. Ortiz of 105 Higher Brook Drive addressed the Board regarding noise from outdoor live music at Vanished Valley Brewery. He and his wife recently moved to Ludlow and had not been aware that amplified outdoor entertainment occurred regularly near their home. He described frequent weekend performances, impacts on their use of their property, and concerns shared by neighbors. He asked how such entertainment had been approved in a densely residential area and why the license continues to be issued. Board members explained the history and limitations of the town's entertainment license process. Mr. Gennette stated that the long-standing entertainment license application lacks detailed standards governing outdoor amplified music and does not distinguish between indoor and outdoor entertainment. Prior to the adoption of the town's noise bylaw, the Board had limited legal grounds to impose restrictions. He noted that the only noise complaint historically deemed substantiated by police was Mr. Ortiz's recent complaint, which prompted the Board to pursue clearer policy. Chief Brennan described how the Police Department evaluates noise complaints using both the town bylaw and MGL Chapter 272, Section 53. He explained that officers assess whether noise is unreasonable and take action when appropriate, including requesting volume reductions or ending a performance. He noted that Vanished Valley generally complies when contacted.

Mr. Gennette reaffirmed that the Board is developing comprehensive entertainment-license policies and procedures, including conditions for outdoor amplified music, enforcement mechanisms, and clearer guidelines for applicants and license holders. These draft policies have been referred to the Town Administrator, Town Counsel, and the Police Chief for review. Once recommendations are completed, the Board will consider and adopt revised standards applicable to all entertainment license holders town-wide. Mr. Ortiz asked why an outdoor entertainment license had been restored earlier than a previously discussed March date. Board members responded that the business made adjustments and, under existing license language, the Board had no legal basis to continue withholding the license. They noted that the Board is now working to establish legally defensible conditions and review procedures to address future concerns. Several Board members emphasized that entertainment licenses apply to numerous establishments, including community venues, and that any new policy must be equitable and legally sound for all license holders. They reiterated that they cannot deny a license without clear authority and procedures. Mr. Rodrigues of Vanished Valley stated that the business follows its license conditions and cooperates with police when asked to reduce volume. He expressed support for clearer, measurable standards. The Board affirmed that updated entertainment license policies are being drafted and will be brought back for Board review and action at a future meeting. **Motion made by Mr. Sanches** that the Town Administrator provide a status update on the outdoor license policy referral with a date on when it is going to be available and in turn the staff notify current outdoor entertainment license holders that the policy review remains active and specific noise complaints should continue to be documented at the Police Department. **Mr. Gennette second. All in favor. Motion passed 5-0.**

Mr. Rosenblum invited the owners of Vanished Valley Brewery to address the Board following comments from residents about outdoor amplified music. Mr. Ortiz reiterated concerns about noise levels, particularly the bass and drum vibrations that carry into surrounding homes, and said the music significantly affects his and nearby residents' quality of life. He noted that sound travels even with physical adjustments and suggested that improved communication from the business, such as meeting directly with neighbors, would have been helpful.

Mr. Rodrigues described several steps the business has taken in recent months to reduce noise, including repositioning the stage, adding a roof and sidewall panels that direct sound toward the building, and implementing continuous noise monitoring by a designated staff member equipped with a decibel meter. Bands are required to coordinate with this staff member during sound checks and throughout performances, and the business has removed performers who refused to comply with volume requirements. He stated that Vanished Valley is willing to consider additional reasonable suggestions for noise mitigation. Board members discussed the challenge of managing amplified music, particularly bass frequencies, and acknowledged that different genres present different levels of impact. Chief Brennan explained how the Police Department evaluates noise complaints under both the town bylaw and Massachusetts General Law, and confirmed that police intervene when they determine that music is unreasonably loud. He noted there were no complaints received during the most recent weekend and emphasized that operators rely on complaints to determine whether further adjustments are necessary.

Mr. Brown of Edgewood Road said that while the venue is usually not audible at his home, a performance on May 30 was unusually loud and clearly audible. He stated that recent weekends appeared improved and that he sympathizes with affected neighbors. Mrs. Ortiz described the difficulty of deciding when to call police, noting that noise varies week to week and that frequent calls are burdensome. She explained that crowd noise also contributes to the disturbance. Ms. Nickerson of 794 Center Street, a long-time neighbor of the property, said the location has operated as an event venue for decades and that Vanished Valley has been a significantly more responsible neighbor than previous operators. She stated that the owners have historically honored commitments made to neighbors and showed courtesy toward her family for many years. She supported efforts to establish clearer guidelines but urged the town to avoid creating conditions that would undermine responsible business operations. Mr. Place, co-owner of 794 Center Street, stated he had personally observed quieter recent performances and believed the owners are receptive to reasonable regulation. He cautioned against adopting changes that respond only to a single venue rather than establishing consistent townwide standards.

Board members reiterated that the town is drafting updated entertainment license policies that will apply to all establishments. The proposed framework will distinguish indoor and outdoor entertainment, include clear conditions for amplified outdoor music, and establish enforcement and review procedures. The draft is under review by Town Counsel, the Town Administrator, and the Police Chief and will be brought back to the Board for consideration, public input, and eventual adoption.

Board to open Special Town Meeting Warrant to be held Monday, October 5, 2026. Articles are due by August 21st and Board to close the Warrant on September 15th. **Motion made by Mr. Silva** to open the Special Town Meeting Warrant to be held Monday, October 5th, 2026. Articles are due by Augst 21st and the Board to close the warrant on September 15th. **Mr. Alves second. All in favor. Motion passed 5-0.**

TOWN ADMINISTRATOR'S REPORT

BOARD UPDATES/MISC

Chairman to approve and sign all bills, warrants and abatements. A record of all warrants is in the Select Board's office for perusal until provided to the Town Accountant's office.

CLOSING COMMENTS

Mr. Gennette offered congratulations to the Ludlow High School varsity and junior varsity basketball teams, noting that both recently won their championship tournament held in Maine. He praised the teams for their achievement and expressed pride in their success. He also shared that he attended recent Ludlow Cultural Council music events at the gazebo and commended the Council for organizing enjoyable community programming. He mentioned that he and his wife attended one event on the occasion of their 30th wedding anniversary and found it to be a very positive experience. Mr. Sanches reported that he met with the Town Treasurer/Collector, Michelle, and stated that operations in the office are going well. He also attended his first meeting as the Select Board liaison to the Council on Aging, noted that the board at the Senior Center is strong and active, and said he looks forward to continuing to work with them.

Motion made by Mr. Gennette to close the meeting at 7:30 P.M.

Chairman

Ludlow Select Board

All related documents can be viewed at the Select Board's Office during regular business hours.