MINUTES

For approval at the 7-15-13 meeting

Middleborough Board of Selectmen DRAFT **July 1, 2013**
Meeting Minutes

Acting Chairman A. Frawley opened the meeting at 7:04 PM by inviting those in attendance to join in the Pledge of Allegiance.

In attendance were: Selectmen A. Frawley, B. Quelle, L. Dalpe, J. Knowlton, and Executive Assistant J. Shanley.

UNANTICIPATED

Resident Wendy Dries of 74 Forest Street and noted that the former Greenery was just approved to have McLean Mental Hospital open for business at this address. She wanted to discuss her concerns. Selectman Frawley recused himself as he lives on Forest Street. Ms. Dries provided Board with a handout. Her concerns included doing something about the curb.....She requested that a four way STOP sign be installed....mark the speed limits, and patrol it better with the anticipated increase in traffic once this facility begins its operation. Selectman Quelle explained the process of hearing concerns under UNANTICIPATED and offered that if she is requesting the Board hold a hearing on the matter in the future, the Town Manager and the Chairman of the Board set the agenda and will notify Ms. Dries of the hearing date.
Allin Frawley of 35 Forest Street spoke at the podium to clarify that the ZBA granted the permit on Thursday, therefore, he had suggested that Ms. Dries come in tonight with her requests. He believes she is asking that the Town Manager speak with the new DPW Director to look into correcting the issues that she raised. She clarified that she is o.k. with not having a hearing, but having the DPW address instead, however, she also wants some speed limits and postings in addition to the four way stop signs.

ANNOUNCEMENTS & RECOGNTIIONS

The meeting was broadcast live by MCCAM and recorded by MCCAM and Verizon.

Selectman Dalpe went to the topping off ceremony for the Shaw Home last week regarding its new addition and noted that it's going to be a great addition to the Town.

Selectman Knowlton thanked Police Chief Gates for joining him on the radio this morning to talk about the Police Station renovation project.

Selectman Knowlton reminded the public that it is mosquito season and for all to remove any standing water in their yards.

Selectman Frawley thanked Dan Badger of Badger Wilderness Guides for hosting another Nemasket River Cleanup on Saturday. He also extended his thanks to Middleboro Mess Movers for cleaning up last weekend.

WARRANTS

Upon motion by Selectman Quelle and seconded by Selectman Knowlton, Board voted unanimously to authorize Chairman to sign Warrants for week ending 6/28/13.

Motion made by Selectman Knowlton and seconded by Selectman Dalpe, for discussion-clarification that the fees being waived are the inspection fees, and because they are not working in the winter months, there would be no need for inspection fees. Board voted unanimously to approve request from W. L. Byrne, Inc. to waive their first quarter inspection fees, annually, specifically, for the winter months of January, February & March and to apply their $1,600 payment made in April towards April, May & June.

Upon motion by Selectman Quelle and seconded by Selectman Knowlton, Board voted unanimously to approve a 2nd Hand license for "Watch Me Grow" to be located at 51 Center Street.

Upon motion by Selectman Dalpe and seconded by Selectman Quelle, Board voted unanimously to approve a One-day All Alcoholic Beverages liquor license for Muckey's Liquor for:

- 8/24/13 from 6 pm to 11 pm at 200 Oak Point Drive
- 9/21/13 from 5 pm to 11 pm at 200 Oak Point Drive

Police Chief Gates offered brief overview re contract with Daedulus Projects Incorporated as O.P.M. Upon motion by Selectman Dalpe and seconded by Selectman Quelle, Board voted unanimously to authorize the Town Manager to sign contract with Daedulus Projects Incorporated as O.P.M. (Owners Project Manager) to perform Project Management Services for the Police Station Project.

Upon motion by Selectman Quelle and seconded by Selectman Knowlton, Board voted unanimously to authorize the Town Manager to sign contract with Kastle Boos Associates, Inc. to provide architectural and engineering services for the Police Station Project.

HEARINGS, MEETINGS, LICENSES

Selectman Dalpe presented a Power Point presentation re networking opportunities for Middleborough businesses. Jane Kudcey explained that they have formulated the beginning of a website called discovermiddleboro.com. They want to compile information on local businesses and attractions to include on the website. They need information on historical attractions, agricultural, recreation, arts & culture. She asked that people involved in these areas go to her website at www.middleboroughoecd.com and use the link to email her with an explanation of your business and a photo of the business. Judy Bigelow Costa addressed Board and spoke about attractions and businesses that they'd like to reach out to. She spoke about Agri-Tourism. Selectman Dalpe noted that they will be reaching out to businesses. Selectman Knowlton and Chairman Frawley offered that they think having a website specific to what the Town has to offer is a great idea. Selectman Quelle noted that cranberries are unique to our Town. Jeff Stevens addressed Board and added that our historic cemeteries are something that people would come to see and would be interested in. Sherri Hartlen Kneely offered that she is a hobby genealogist and suggested genealogists will spend significant money traveling to research family genealogy. She recommended we get genealogy associations to market Middleborough. She noted that Carver had a Cranberry Fest last year. They

CORRESPONDENCE

#2 Selectman Quelle applauded State Representative Gifford for sending request to MA DOT for the Grade Crossing Risk Analysis.

#9 Selectman Quelle noted COA job description – Van/Bus Driver

#6, 7, & 8 Selectman Dalpe noted that the equipment at the Railroad Crossings in South Middleborough were working correctly this weekend, however, she would like to see a little more time to stop. The Police Chief requested that the Police department be notified whenever they are working on the tracks and that a Police Detail is arranged for.

Chairman Frawley offered that he hopes we get a copy of the Risk Analysis sooner rather than later.

#3 Selectman Knowlton noted the thank you letter from the First Unitarian Universalist Church for the grant from CPA funds to repair their Organ.

#1 Selectman Frawley noted that he is going to complete the MPO Self Nomination application.

#10 Selectman Frawley noted correspondence from Attorney James M. Burke re an accepted offer re sale of Edgeway Mobile Home Park.

Upon motion by Selectman Dalpe and seconded by Selectman Quelle, Board voted unanimously to adjourn at 9:02 pm.

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Jackie Shanley, Executive Assistant
BOARD OF SELECTMEN

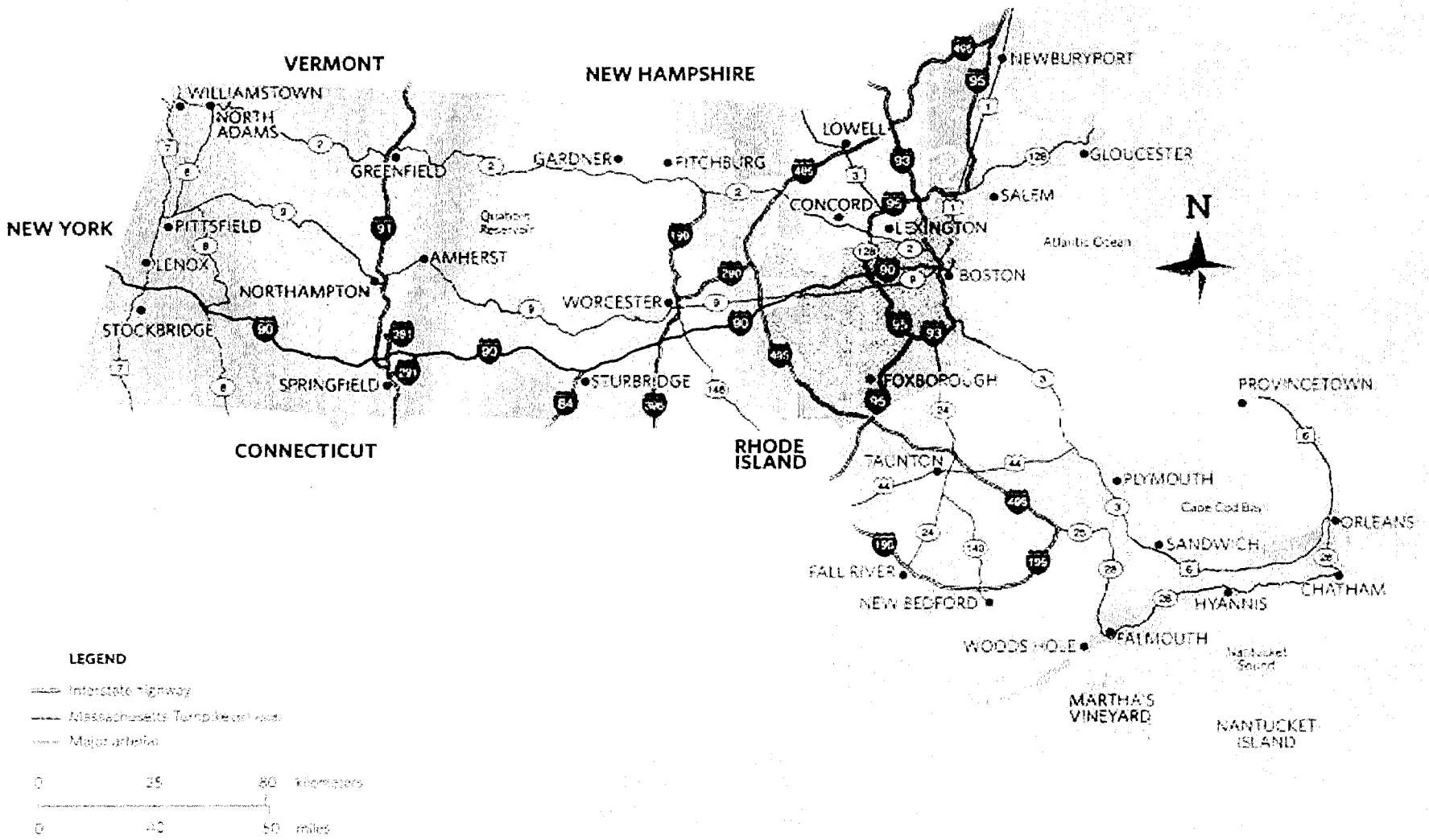
MIDDLEBOROUGH TOURISM

Presentation to the Board of Selectman
July 1, 2013

Order of Presenters:
Leilani Dalpe
Jane Kudcey
Judy Bigelow-Costa

Compiled By: Glenn Montapert

highway map



LEGEND

- Interstate Highway
- Massachusetts Turnpike (toll road)
- Major arteries

0 25 50 kilometers

0 40 50 miles

MASSACHUSETTS
Massachusetts Office of Travel & Tourism, represented in Canada by VoX International Inc. | mott@voxtm.ca
2 Bloor Street West, Suite 2601 • Toronto, Ontario, Canada M4W 3E2 • massvacation.ca

Massachusetts Office of Travel and Tourism

MOTT IS THE STATE AGENCY DEDICATED TO PROMOTING MASSACHUSETTS AS A LEISURE TRAVEL DESTINATION, TO STIMULATE THE MASSACHUSETTS ECONOMY BY GENERATING STATE AND LOCAL TAX REVENUES, CREATING JOBS, AND SUPPORTING TRAVEL-RELATED BUSINESSES.

Massachusetts
Office of Travel & Tourism

- Implementation of a National Tourism and Travel Strategy – Travel Promotion Act
- Goal of attracting over 100 million international arrivals annually by 2021 (+50% than 2012)
- Spending an estimated $250 billion per year

- Creation of 'Brand USA', a unique national public private marketing entity
- Goal is to spearhead the nation's first global marketing effort to promote the entire USA as an international destination
- Creation of Brand USA comes at a critical moment for MOTT's International Marketing Program
- Massachusetts will be one of the founding partners of Brand USA
- One of critical benefits as a founding partner is an additional 30% generated for every advertising / promotional dollar spent

MOTT's International Goals Remain

To Increase:

- Visitation
- Market share
- Media coverage
- Tax Revenue
- Jobs

= Increased Revenue for MA Tourism Businesses

MARKETS

Top Domestic Markets

Boston + Beyond

New York

Hartford & New Haven

Providence/New Bedford

New Hampshire(beyond the Boston media market)

Canada

United Kingdom

Germany

Australia

China

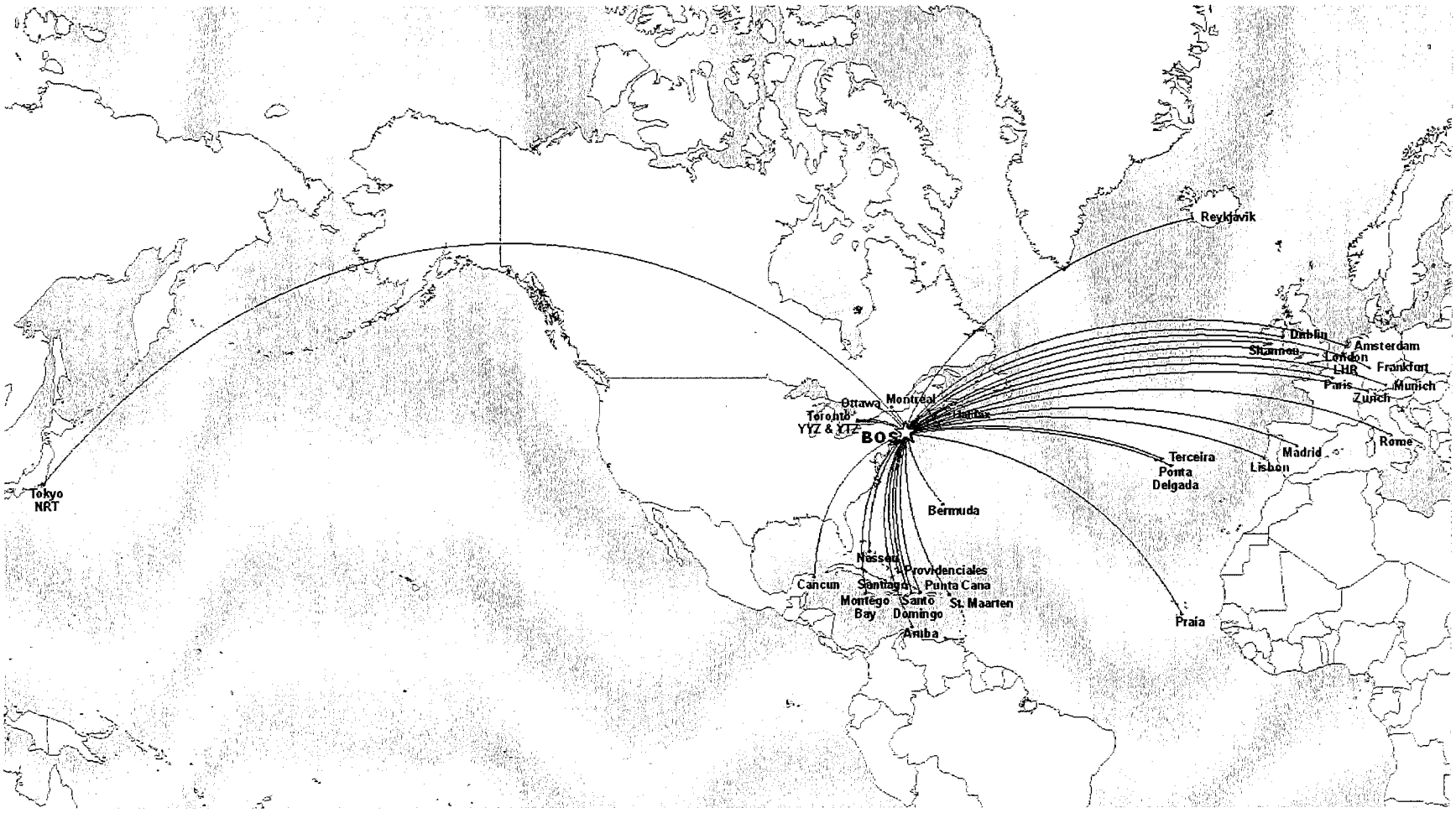
Japan

France

Italy

Total: 20 million visitors to Massachusetts

INTERNATIONAL ROUTES

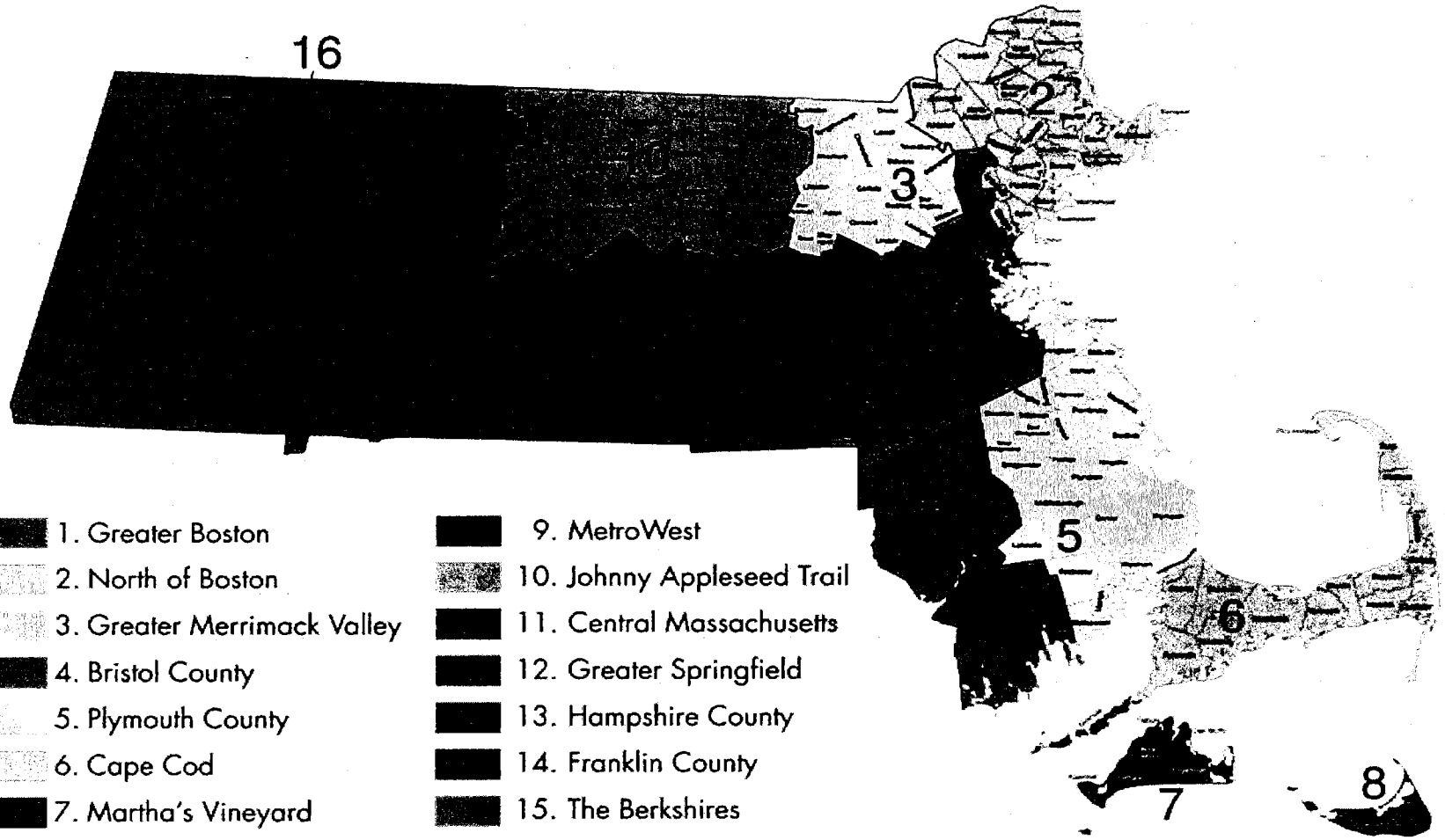


Why does Massachusetts invest in the International Tourism Market?

An overseas traveler:

- Stays longer
- Spends more $$$
- Gets 4-6 weeks paid vacation per year
- Fills rooms mid-week
- Travel is not weather dependent

MASSACHUSETTS TOURISM REGIONS



1. Greater Boston
2. North of Boston
3. Greater Merrimack Valley
4. Bristol County
5. Plymouth County
6. Cape Cod
7. Martha's Vineyard
8. Nantucket Island
9. MetroWest
10. Johnny Appleseed Trail
11. Central Massachusetts
12. Greater Springfield
13. Hampshire County
14. Franklin County
15. The Berkshires
16. Mohawk Trail

Effective 12/1/10

2011 Top 10 States for Overseas Visitors

Massachusetts is # 6

Rank	[illegible]
1	New York
2	California
3	Florida
4	Nevada
5	Hawaii
6	Massachusetts
7	Texas
8	Illinois
9	Guam
10	New Jersey

International Visitation to U.S. & Mass

Country	Visitation to MA 2011	MA Mkt. Share 2011
UK	222,000	5.8%
Germany	120,000	6.6%
Japan	49,000	1.5%
France	69,000	4.6%
Italy	54,000	6.1%
India	50,000	7.5%
Brazil	54,000	3.6%
China	139,000	12.8%

2.1 million International Visitors To MA in 2011

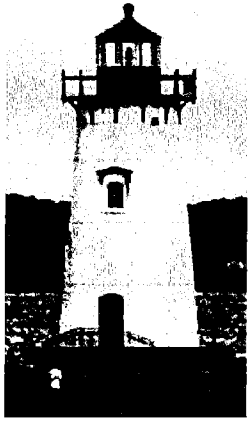
- Supported 18,000 jobs
- Generated $138 million local & state taxes
- Realized $2.3 billion spending
- 12% growth rate over 2010

MASSACHUSETTS VISITORS TOP 5 ACTIVITIES

Attend Family/Social Event	27%
Historical Places/Museums/Art Galleries	25%
Shopping	18%
Fine Dining	15%
Rural Sightseeing	14%

Massachusetts Attractions

- The great outdoors
- Beaches, rural areas, national & state parks
- Traditional New England experiences
- Indian Summer
- Family vacations
- Historic connections



Domestic/International Marketing

Chelsea Flower Show
Television, Radio, Online
massvacation.com
Search Engine Marketing
Public Relations
Targeted Consumer Outreach
Social Media – Facebook, Twitter
E-Communication
Sales Missions, Trade Shows
Group Tour, MA Green
Niche Markets
Students and Families
Administer grants & CPA Projects

Film

International/Domestic Marketing
Public Relations
Social Media
Studio Sales Calls
Liaison with Unions, Stakeholders

Sports Marketing

International/Domestic Marketing
Public Relations
Trade Shows
Social Media
Build College/University Partnerships

MIDDLEBOROUGH TRAVEL & TOURISM

http://discovermiddleboro.com/

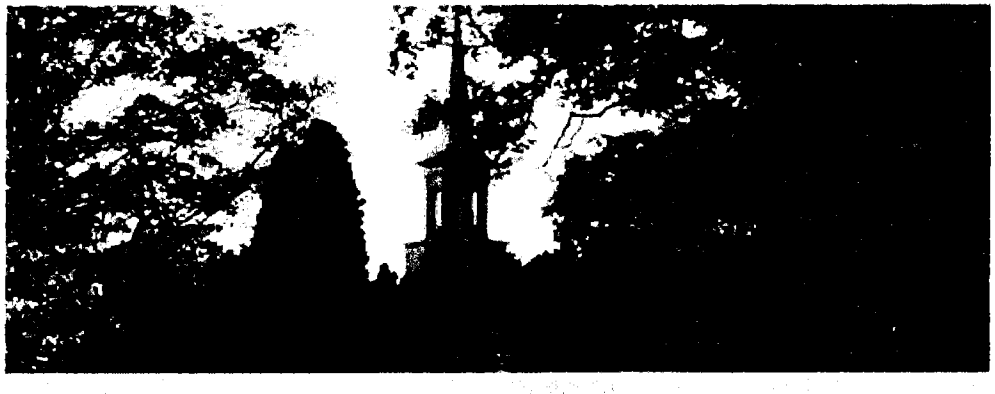
DISCOVER

MIDDLEBORO

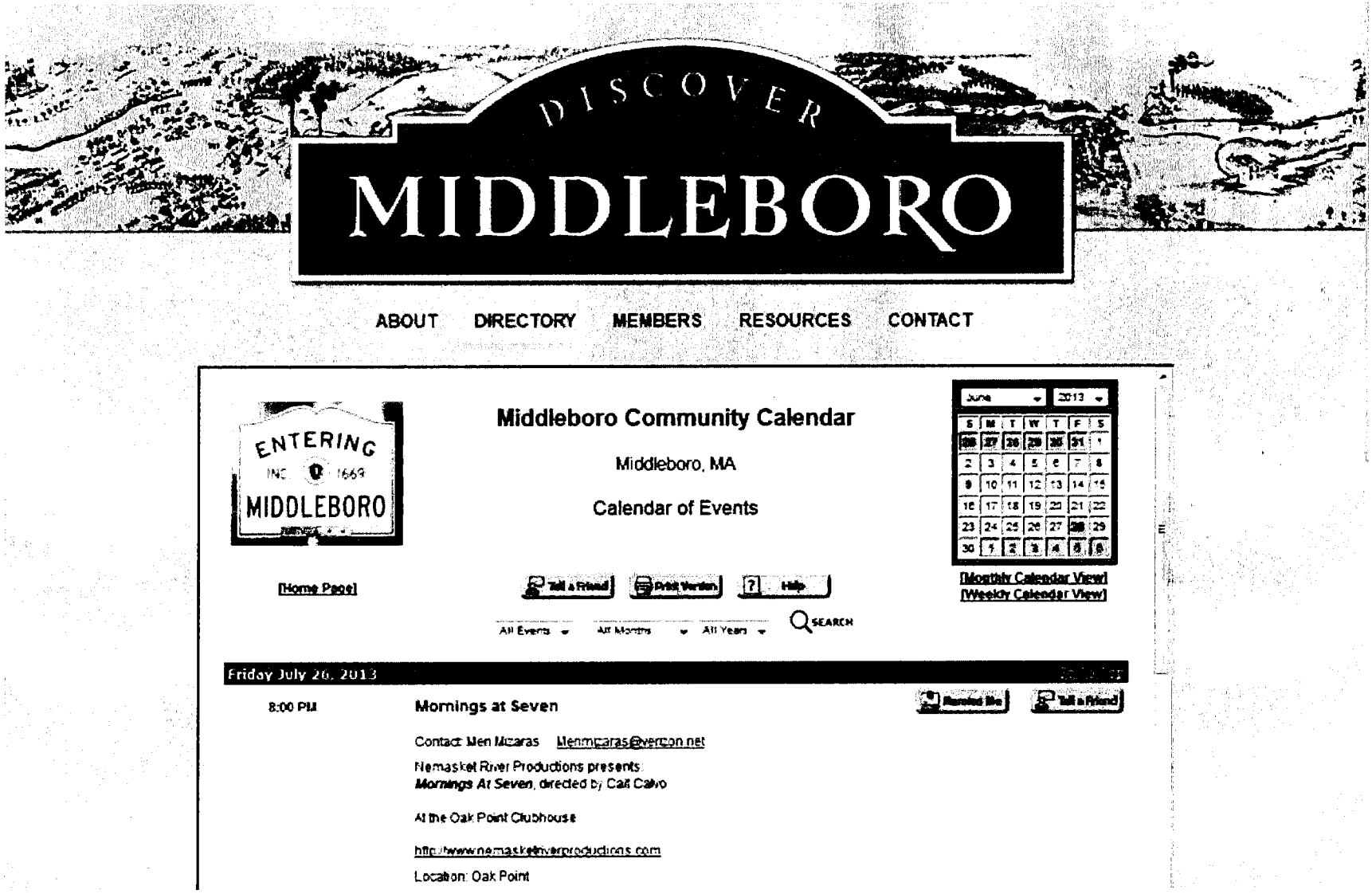
ABOUT CALENDAR MEMBERS RESOURCES CONTACT

Welcome to Discover Middleboro.

The Middleborough Office of Economic and Community Development has collaborated with the Cranberry County Chamber of Commerce, Middleborough on the Move the Middleborough Public Library, and shotgunfiat to develop a Community Calendar so that residents can learn of the Town's happenings at-a- glance.



Middleboro Community Calendar



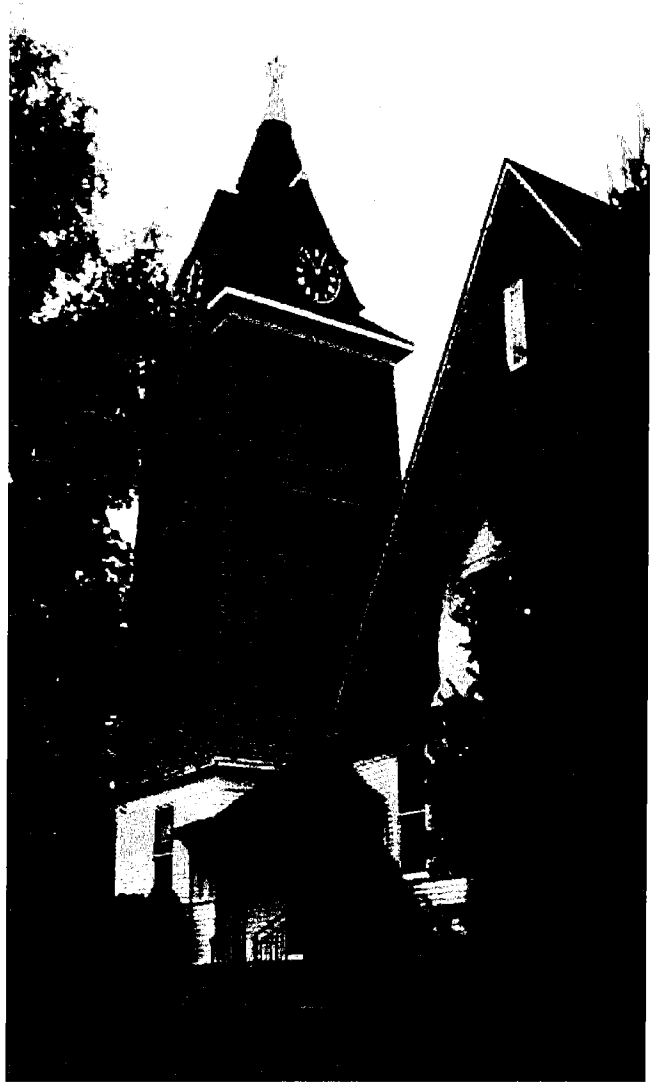
Tapping in to this Market

- Inquiries and submission of information should be sent to:

  www.middleboroughoecd.com

MIDDLEBOROUGH ATTRACTIONS

File Photos from: Middleborough Economic Department



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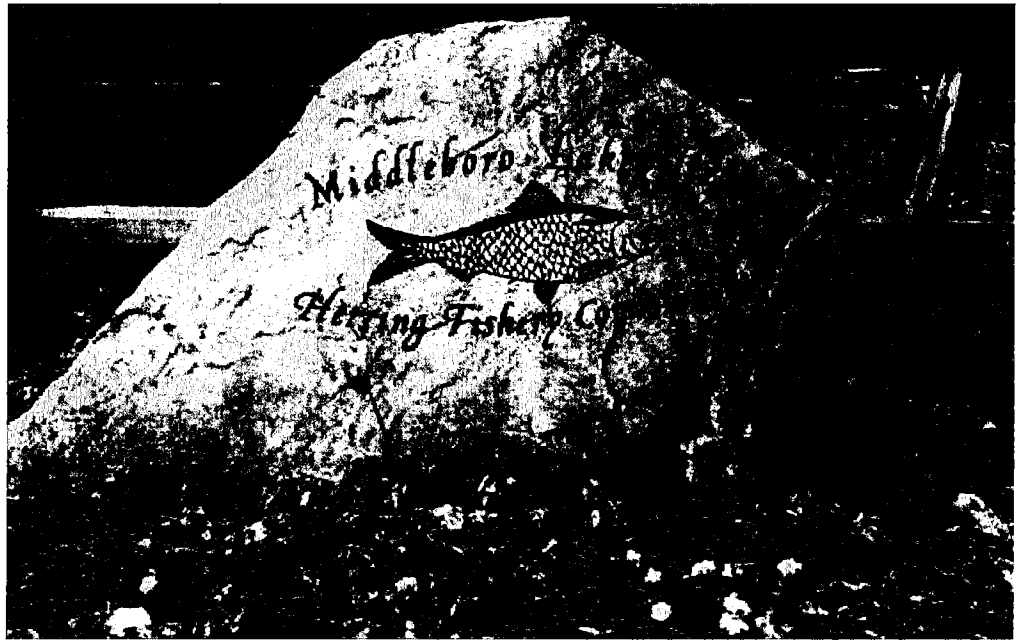

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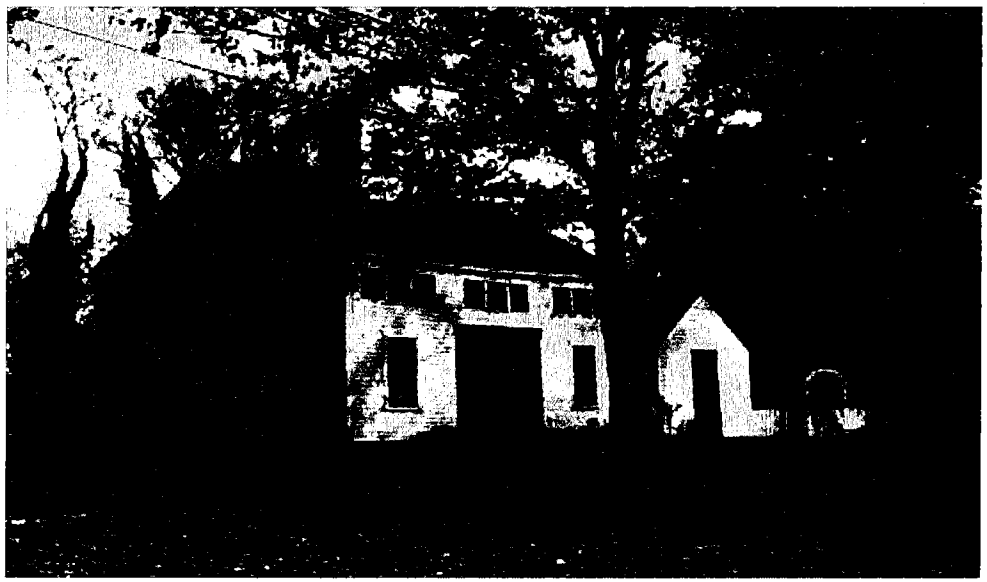

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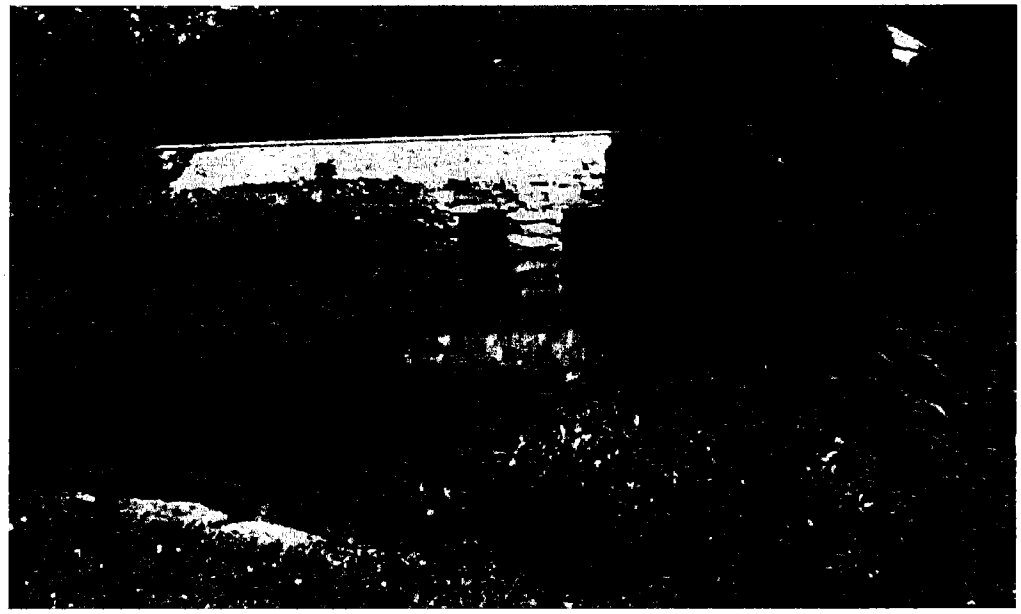

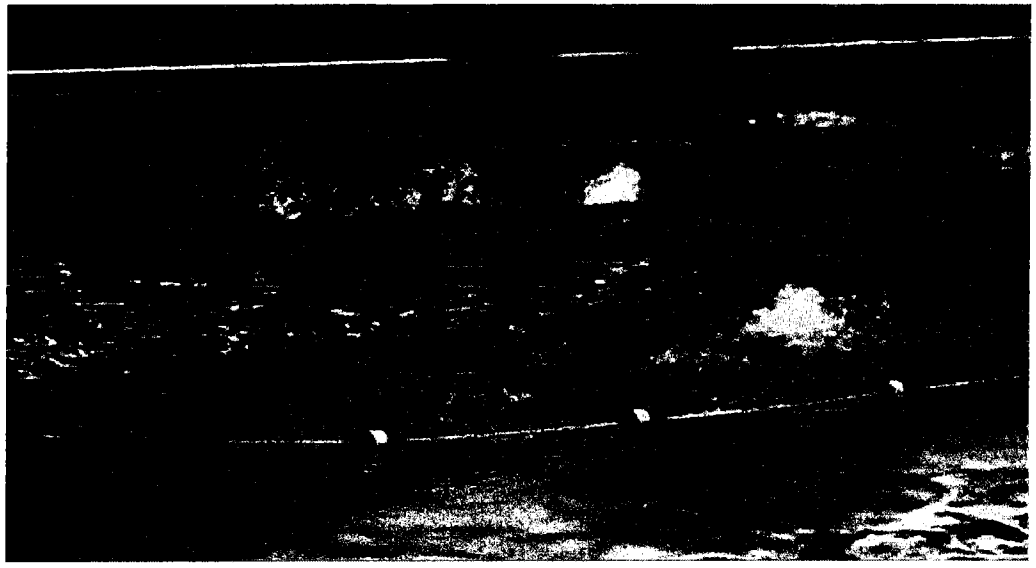

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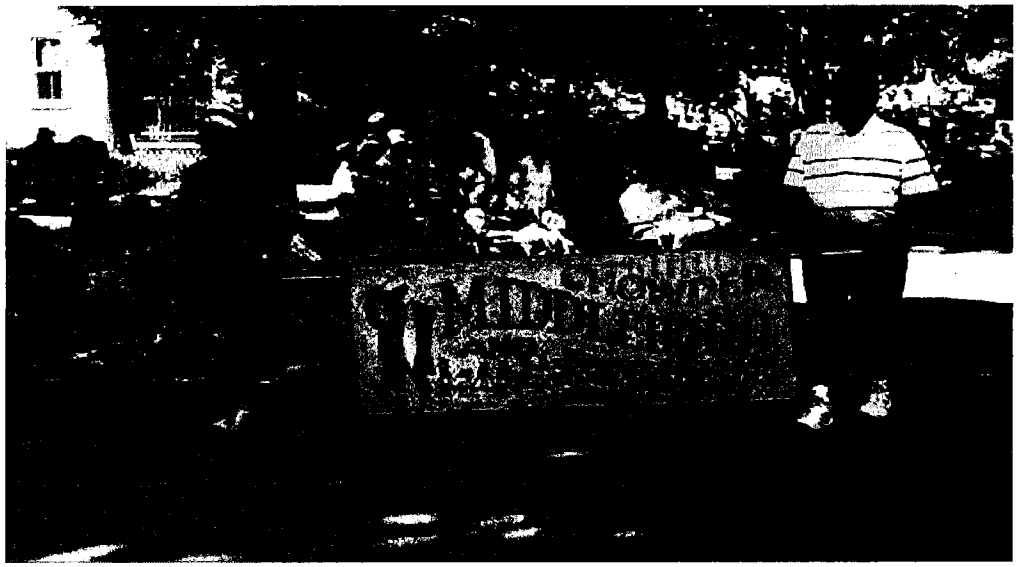

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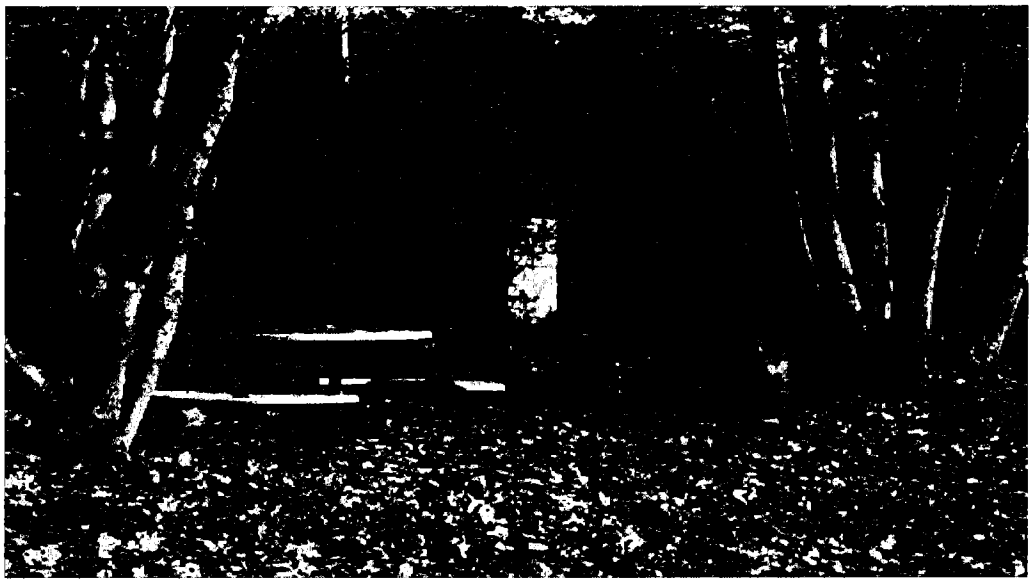

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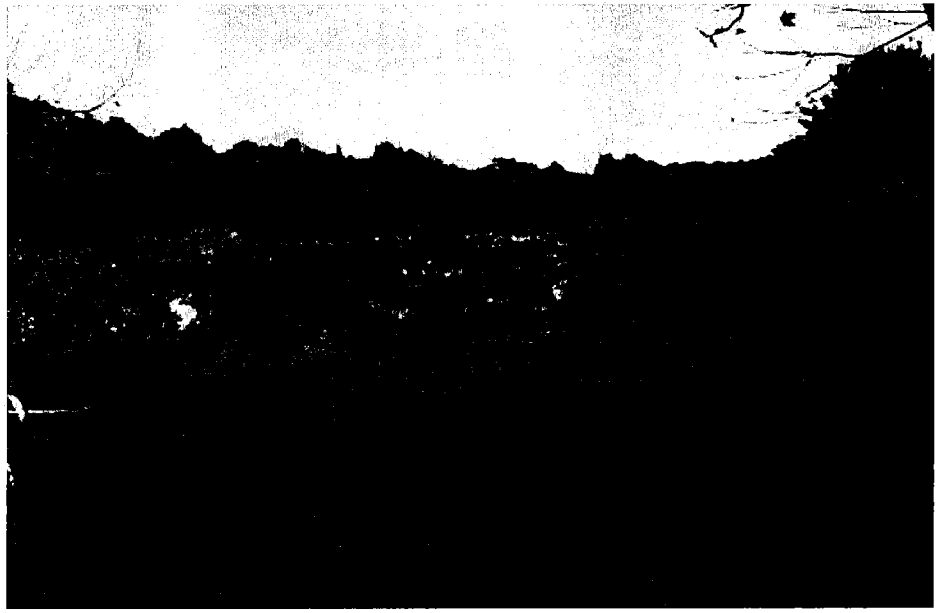

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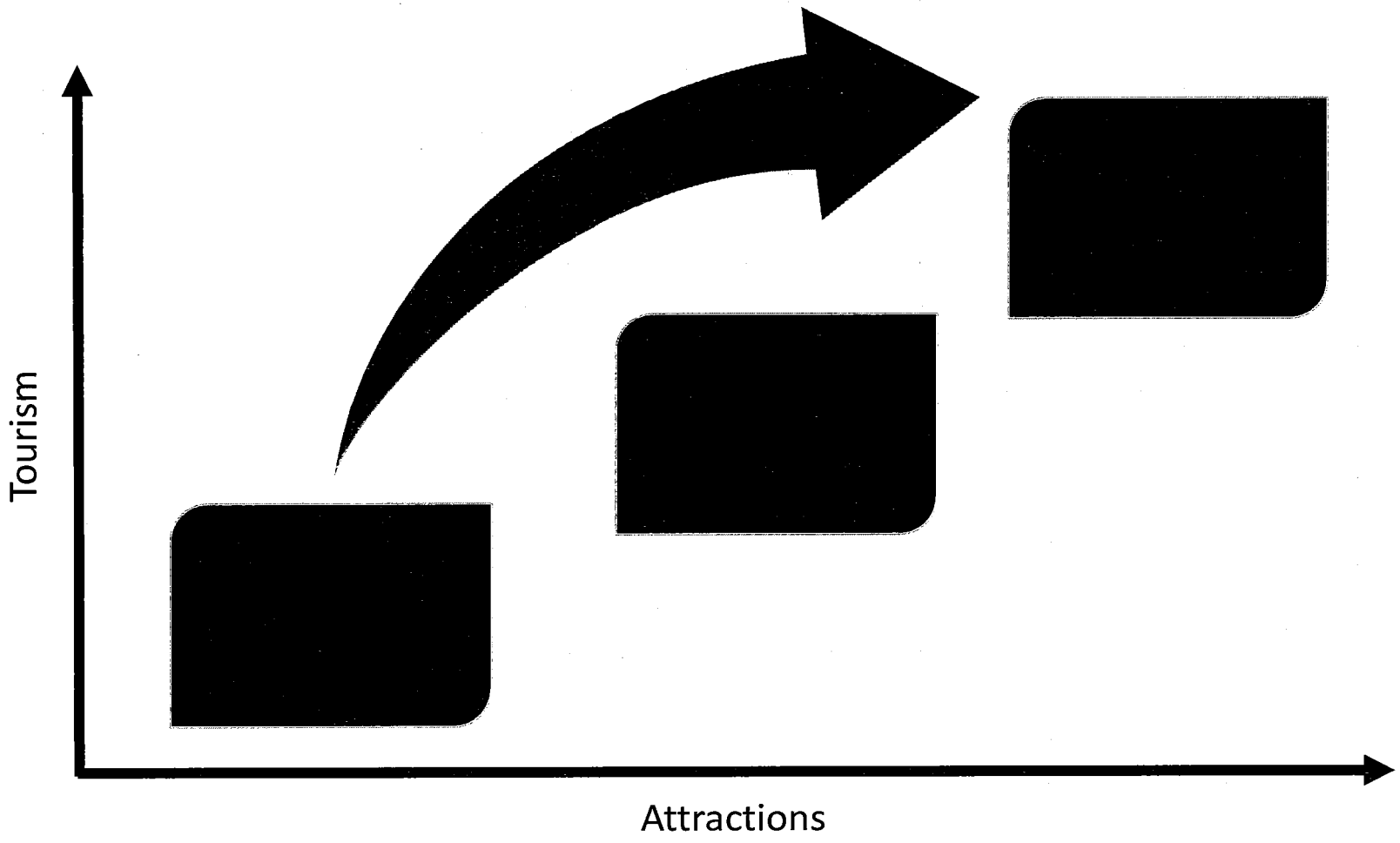
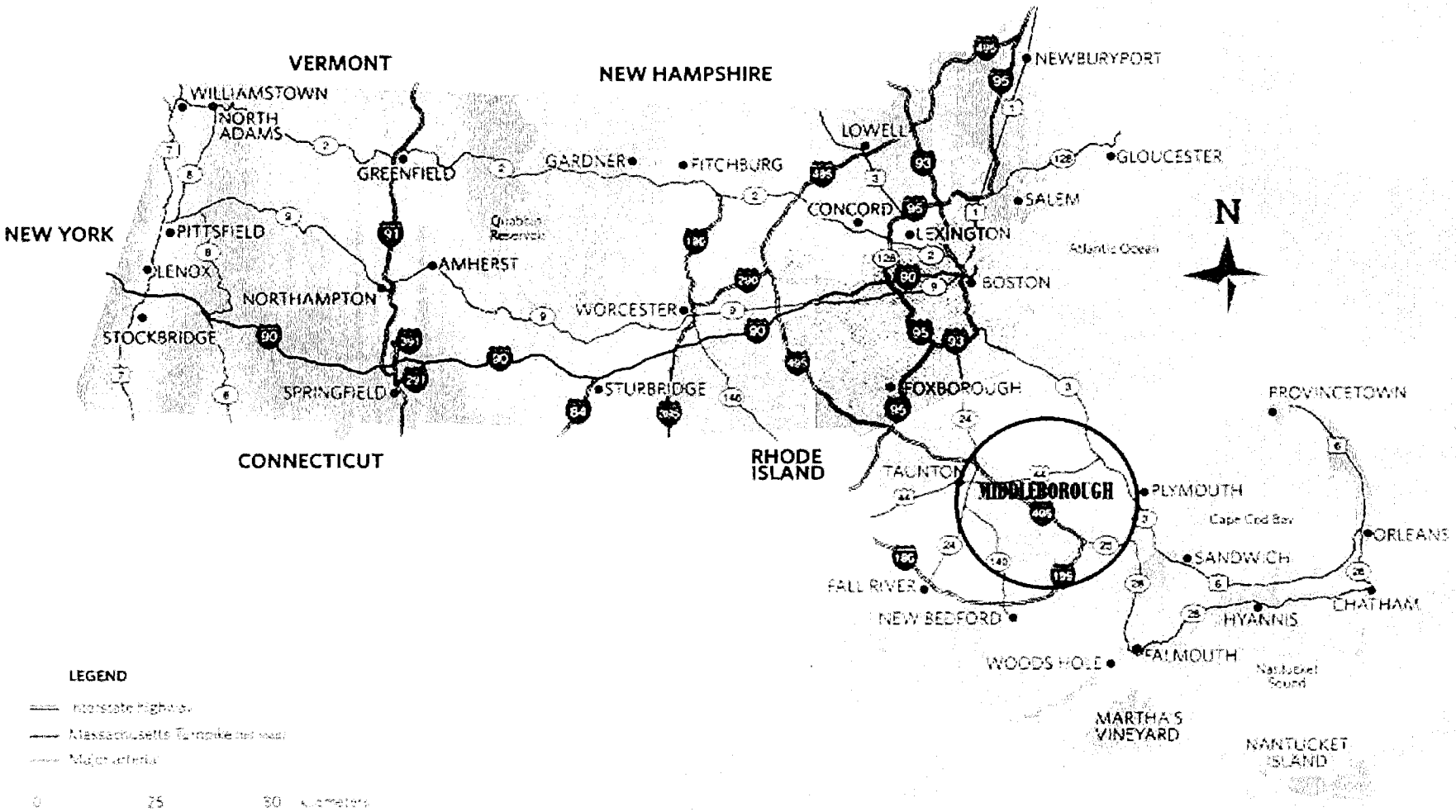
Working Towards Prosperity



highway map



MASSACHUSETTS
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Resources

- Discover Middleboro
  http://discovermiddleboro.com/

- Additional reading material can be found here
  <http://www.massvacation.com/business-resources/tourism-u/past-presentations/>
  - This slide decks referenced resources from:
    - Betsy Wall's Power Point presentation on MOTT. presented at the Tourism U held in Boston, January 25, 2012
    - Jackie Ennis' Power Point presentation on International Marketing. Presented in Plymouth and Williamstown September, 2012.

Council on Aging Energy Retrofit

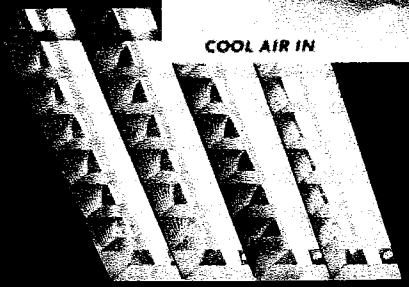
A Community Success Story

Green Energy Committee Energy Audit

- COA using 2-3 X more heating energy than expected for a commercial building its size.
  - In January the attic was warm; should have been cold
  - The insulation was disrupted and there was no barrier to prevent warm air rising
- When doors opened, cold air rushed in and the warm air rising would pop up the ceiling panels.
- Attic exhaust fans were dumping out the hot air.

Middleboro G & E Energy Audit

- Blower Door Test
- Confirmed heat loss savings
- T12 lights could be replaced by more efficient T8 lights



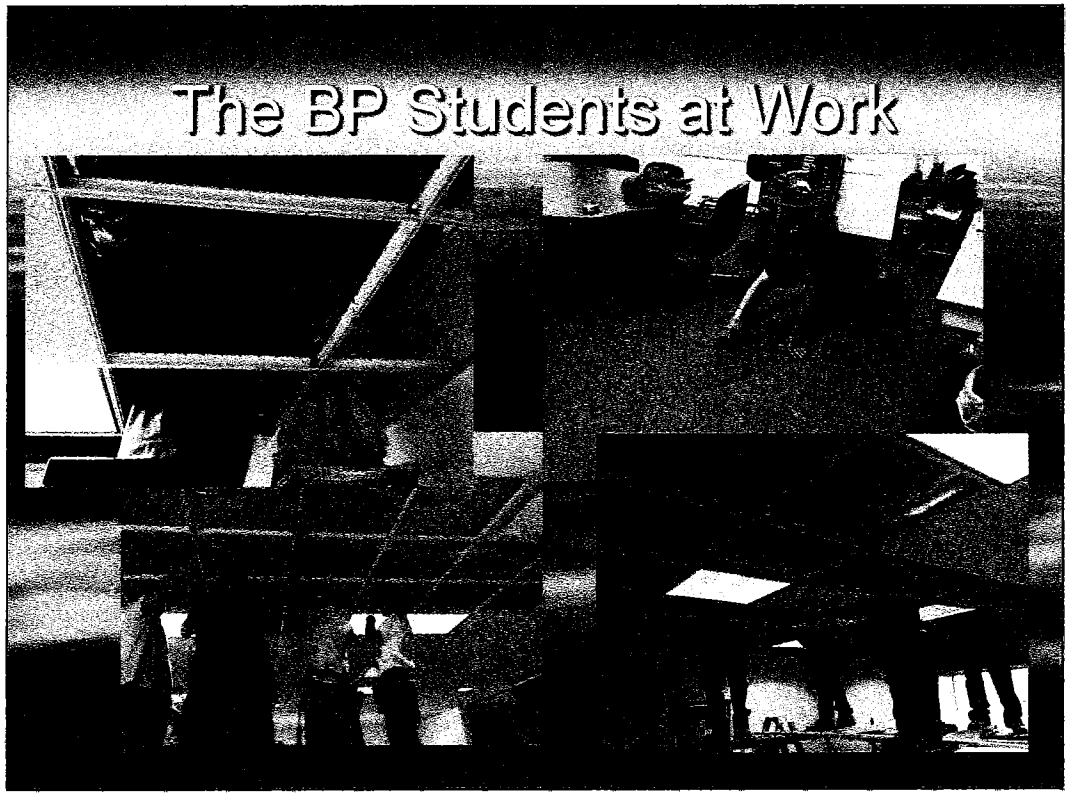
Sealing the Leaky Ceiling

- Because of the ceiling design it was difficult to design a barrier to air movement.
- Local builder Steve Bonfiglioni and the Green Energy Committee brainstormed an appropriate solution

Practical Considerations

- Financing for Materials
  - Peirce Trust grant of $10,000.
- Labor Costs estimated at $50,000
  - Bristol-Plymouth Regional Technical School staff and students.
- Without these material and labor contributions the payback period would have been 6-10 years and the project probably wouldn't have been implemented.

The BP Students at Work



Lighting

- Electrical Instructor suggested BP students could change inefficient T12 bulbs to T8 bulbs.
- Funding from leftover Peirce Trust grant $$
- BP students completed the lighting changes for additional labor savings.
- Department of Public Works had a program to get bulbs and ballasts at special pricing.

Savings!!!!!!

- Peirce Trust grant for ceiling barrier and more efficient lighting fixtures.
- Bristol-Plymouth provided labor for ceiling barrier and lighting installation.
- Expected annual savings for COA
  - Heating $8,000/year
  - Lighting $3,000/year

THANKS!

- COA staff and clients
- BP staff and students
- Peirce Trust
- Green Energy Committee
- Gas and Electric Department