



**ECDC COMMITTEE
VIRTUAL MEETING**

**Minutes of Monday, September 20, 2021
6:30 PM**

Committee Members participating were Chair Lynne Bermudez, and members Zillie Bhujju, Janet Kmetz, Alex Qirjazi, Tom Capano, Rosalee DiScipio, Sarah Guido, and Kevin Harutunian (Town Administrator). Also present was Select Board member Dick Gandt.

CALL TO ORDER

Chair Bermudez called the meeting to order at 6:33 PM.

GOVERNOR'S ORDER

Chair Bermudez announced that, due to the COVID-19 State of Emergency announced by Governor Baker, this meeting would be conducted as a Virtual Meeting via ZOOM and as such, participation was remote. She then read the following:

"Pursuant to Chapter 20 of the Acts of 2021, this meeting will be conducted via remote means. Members of the public who wish to watch or listen to the meeting may do so in the following manner: Video conference (see log-in information on the agenda on the website.) No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post on the Topsfield website an audio or video recording, transcript, or other comprehensive record of proceedings as soon as possible after the meeting."

APPROVAL OF MINUTES

Janet Kmetz made a motion to approve the minutes of the ECDC meeting held Tuesday, July 13, 2021. Kevin Harutunian seconded the motion and the motion passed 6-0-2 by a roll call vote as follows:

Zillie Bhujju – Aye

Tom Capano– Aye
Kevin Harutunian – Aye
Janet Kmetz - Aye
Alex Qirjazi – Aye
Lynne Bermudez – Aye
Sarah Guido – Abstain
Rosalee DiScipio - Abstain

DOWNTOWN INITIATIVES UPDATE

Town Administrator Kevin Harutunian provided the committee with an update on revitalization activities and discussion was held. Topics included the receipt of the solar bench and a recommendation by Kevin to place it opposite the existing wooden bench by the rail trail; the upcoming weeding/mulching of the bed in front of Country Farms by the TCP; evaluating branding the new website to be consistent with the design/style of the wayfinding signs before the launch of the website this year, the new events held in August (the Music Festival) and in September (the Topsfield Tomato Festival); the new retail business that is going into the Shopping Center next week (The Perfectly Imperfect Gift Shop); the upcoming placement of holiday baskets on the streetlights; and the approval of the style/design of the wayfinding signs by the Historical Commission. The Commission suggested some words be added to the large sign to be placed at the entrance to the downtown (i.e. adding “Welcome to (Topsfield)” or “Topsfield Ahead”);

DISCUSSION

Solar Bench: Discussion was held on the placement of the solar bench. One member thought two benches by the rail trail would look too cluttered and suggested the wooden bench be moved to the library. A sense of the committee was taken and the majority were comfortable with Kevin's recommendation. Another topic discussed was securing the bench to ensure it is not stolen and positioning it for maximum light to charge the solar batteries.

Mainstreet Streetscape: Sarah Guido stated that TCP is having a local mason create a design for the sidewalk from the corner of the Topsfield House of Pizza (THOP) to the ben in front of Santander. The design will explore adding patio seating in front of THOP and making it handicap accessible. Due to the mason's busy schedule the design is expected this winter.

Wayfinding Signs: Discussion was held on whether a final decision was made for the fonts for the signs. It has not. To help in this decision Kevin is having two large

mockups made (with the two font options) to place on route 1 to determine the best visibility/style. The ECDC will be asked to look at the signs for input to this final decision.

Trash Cans: Discussion was held on placing trash cans downtown. While one member felt adding at least one can would help with the trash situation, the majority (including Kevin) felt that there is minimal trash and that trash cans attract bees, are smelly and will not incent litterers to use the cans. Kevin noted that in Beverly they have a senior tax work off program to pick up trash. The group meets Saturday mornings. It is social and meaningful and might be considered in Topsfield. Another suggestion was to remind residents of where the current trash cans are located (in the Proctor playground, the parks, at the library and in the parklet in front of Alex's).

Holiday Baskets: The TCP will be funding the 38 holiday baskets to be hung on the streetlights. Monies for the baskets were received from donations from residents and local businesses. The cost of the holiday baskets is \$1,710. Nunan's will hang them Thanksgiving weekend and then take them down February 1 so that they can plant the spring flowers in the baskets to be ready for hanging in May.

Motorcycles: One member noted that the recent motorcycle brigades through town on Main Street (which are for fundraisers) are driving 40 mph. Kevin will speak with Chief Hovey to remind organizers and police escorts of the speed limit in town.

ADJOURN

At 7:37 PM, Janet Kmetz made a motion to adjourn. Tom Capano seconded the motion and it passed unanimously with a roll call vote as follows:

Zillie Bhujju – Aye
Tom Capano – Aye
Kevin Harutunian – Aye
Janet Kmetz - Aye
Alex Qirjazi - Aye
Lynne Bermudez – Aye
Sarah Guido - Aye
Rosalee DiScipio - Aye

Respectfully submitted,
Lynne Bermudez – Chair

DOCUMENTS

1. Agenda
2. Draft ECDC minutes of 7/13/2021
3. Wayfinding Signage Designs

Pursuant to the 'Open Meeting Law, G.L. c. 30A, §18-25, the approval of these minutes by the Board constitutes a certification of the date, time and place of the meeting, the members present and absent, and the actions taken at the meeting. Any other description of statements made by any person, or the summary of the discussion of any matter, is included for the purpose of context only, and no certification, express or implied, is made by the Board as to the completeness or accuracy of such statements.