



TOWN OF CHARLTON
Minutes of Regular Selectmen's Meeting
Tuesday – February 2, 2016 at 6:30pm

Submitted by MOB
Date 2/23/16
Received by KL
Date 2-23-16

Present: Chairman – Frederick C. Swensen, Vice-Chairman – Joseph J. Szafarowicz, Clerk – Cynthia B. Cooper and Members – David M. Singer and John P. McGrath. Also present: Town Administrator - Robin L. Craver and Student Selectperson – Bailey Ross.

NOTE: Some matters may have been taken out of agenda order but were typed up in agenda order for ease of locating information when necessary.

I. Call to Order:

1. Chairman Swensen called the meeting to order at 6:30pm with the pledge to the flag.
2. Chairman Swensen reminded everyone to treat each other courteously and be acknowledged by the Chair before speaking. Those in attendance are requested to turn off cell phones or put them on vibrate so as not to disrupt the proceedings and remove hats, if any.

II. Consent Agenda:

1. Minutes of Regular Meeting – January 19, 2016. **Motion by Mr. Szafarowicz to accept the January 19, 2016 meeting minutes, seconded by Mr. McGrath, motion carries unanimously.**

III. Community Relations, Announcements and Open Forum:

- Chairman Swensen read the announcements.
- Mark Cierpich from 17 Denfield Road and Jimmy Falzone from 18 Denfield Road came forward. Mr. Cierpich stated that they are here to speak on the closure of Guelphwood Road. He has done some research and taken some photos and put some points together that he would like to share. He stated that he moved into his house in 2005 and the beaver situation started sometime in 2004 on Guelphwood Road. Flow control devices and gates were put in to help stop that from backing up. Since that time, there really hasn't been that much of a problem. He said now, the volume of traffic and speed of traffic on Denfield Road is crazy. The road is posted at 30 mph. The road is not very wide. He has pictures of Guelphwood Road which show nothing on the road. They are asking why the road is even closed if it's not flooded? In the past, if the road was flooded, they close it until the water goes down and re-open it. Chairman Swensen stated that the Highway Superintendent has deemed the road unsafe. Mr. McGrath explained that there are a couple of issues with one being the road base is saturated now. The second issue is if someone was to go off the road there, there are no guardrails. The guardrail that's there is weak. The third item is when they sampled the road to see if they could put guardrails there, the testing showed it wouldn't sustain guardrails. Representatives from Southbridge have also looked at this and all agreed that it was unsafe to keep the road open. Mr. McGrath said that we will have a representative from Mass DOT come out and review the road and let us know what can be done. Mr. Singer asked the board to consider possibly putting at the end of Denfield Road a road closed sign and a jersey barrier across the road where the towns meet. Highway Superintendent Foskett came forward and gave a brief history of the issue. He said he was notified in early January that there was ice across the road and the water level was up. The barriers were put up and the road closed. He had walked the road and reviewed the

area and noticed the road had sunk. After seeing this, he felt he had to take necessary measures to keep people safe. He made a recommendation to the Board to close the road and they agreed. He also spoke with personnel in Southbridge and they agreed. He said he would ask to get the proper people involved to see what we need to do so that it doesn't impact anyone. Different personnel from both towns met and the decision out of that meeting was for now, to close the road for safety. He is trying to get a meeting set up for a walk through to gather ideas. Mr. Foskett said the next issue is Denfield Road. It's narrow. In speaking with Southbridge representatives, he had two trees removed near the Southbridge line so they can widen the road. He would recommend to keep Guelphwood Road closed until the issues are resolved. Chairman Swensen asked if there is a way to keep the big trucks off of Denfield Road. Mr. Foskett said it's really hard to tell a truck who has all the proper paperwork that they can't use the road. Mrs. Craver said she will ask the Chief if he could do some traffic mitigation. Mr. Falzone asked Mr. Foskett if there has been any discussion about the beavers and putting the proper equipment in there to take care of it. Mr. Foskett stated that it was discussed at length. Mrs. Craver said that in the discussion, the beavers added to the issue but the marsh is increasing. Mr. Foskett stated that the beavers are the cause of all of this. Sophie Williams from Southbridge came forward. She said she came before the board back in 2005 as well as with Southbridge. She now has to travel Denfield Road to get to work and this evening as she was heading home, there are no lights on Denfield. She feels the towns really need to get together on this. For the road closing, there needs to be better lighting. Her main concern over the beavers is the trees are going to rot and they did and landed on her husband's truck. She asked for the Board to let the residents know when these meetings are going to be. Mrs. Cooper said that Guelphwood Road should stay closed and suggested possible speed bumps and a one way sign. Mr. Foskett stated that there are already speed bumps on Denfield. He said with the men working in the road, the cars that came speeding up on them was unbelievable. He said that he will put more lighting and signs up. Chairman Swensen would like to arrange for the board to sit down with Mr. Foskett and Chief Pervier and maybe even go down there to see what our options are. He feels that we can at least try to get a handle on the traffic on Denfield Road. Mr. Falzone asked Mr. Foskett if anyone ever thought of the stop lighting system to only allow one car at a time on Guelphwood Road. Mr. Foskett said he has never thought of that but if you look at Stafford Street that has that lighting, the wait time sitting there is a little unreasonable, but it is an idea they can look at. Chairman Swensen would like to look at Denfield to see what we can do about the speed. He would like to try to sit down this Friday at 10:00am. Mr. Falzone had pictures of the issues of the beaver dam and gave them to the Board. The Board thanked those that attended for their concern. Chairman Swensen reiterated that we will meet at the base of Denfield Road on Friday at 10am.

- Curt Meskus came forward to update the Board on the project of the elevator. The window stock has arrived and hopefully be in by the end of the week. A local resident helped put the elevator together.

IV. Appointments/Resignations:

V. Scheduled Appointments:

VI. New Business:

1. Relay for Life – Ribbon Rockettes – Toll Road fundraiser request. Mrs. Craver stated to please find attached a letter from the Relay for Life Team: The Ribbon Rockettes requesting permission to hold a toll road in Charlton Center (intersection of Main Street and Masonic Home Road) on Saturday, May 7, 2016 from 8:00am – 2:00pm. This request was also forwarded to Chief Pervier who is in support of the toll booth contingent upon the following safety precautions:

- All volunteers must wear bright colored vests;
- Orange traffic cones must be set out on Main St. and Masonic Home Road for a distance of not less than 50 feet on each respective way prior to reaching the toll station. A minimum of 5 traffic cones on each roadway should be put in place at a distance no greater than 10 ft. apart;
- Signs warning “Voluntary Toll Booth Ahead” must be erected on both Masonic Home Road and Main St. not less than 75 feet from the toll station.

The Ribbon Rockettes have noted that they will comply with the safety precautions as recommended by Chief Pervier. Should the Board approve this request, please consider adding the recommendations from Chief Pervier to the motion. **Motion by Mr. McGrath to approve the Relay for Life Team, Ribbon Rockettes toll road request with the stipulation that they follow Chief Pervier’s guidelines, seconded by Mrs. Cooper, motion carries unanimously.**

2. McClure Engineering, Inc. – request for approval of disclosure form. Mrs. Craver stated that attached is a request for approval of a disclosure form from McClure Engineering, Inc. whose duties require him to participate in a particular matter and he may not participate because of a financial interest that he is disclosing. He requests a determination from his appointing authority about how he should proceed. McClure Engineering, Inc. is a full service Civil Engineering Firm that provides engineering consulting services for private and public sectors. McClure is interested in bidding on a Request for Proposal (RFP) issued by the Town of Charlton to complete a Phase 2 Dam Inspection on the Granite Lake (aka South Charlton Reservoir) Dam located in Charlton. McClure Engineering, Inc. explained their financial interest and dollar amount as follows: McClure is available to assist in the development of the RFP if requested, however, McClure also would like to bid on this proposal. McClure is submitting this form to the appointing authority in order to disclose this situation and to obtain a determination whether or not this financial interest will affect the integrity of the services (should McClure procure the bid for this proposal after creating the original Request for Proposal document). Development of the RFP = \$500 - \$1,500; Phase 2 Report = \$55,000 - \$65,000 – includes subcontractors costs. The Board of Selectmen is the appointing authority and under G. L. c. 268A, §19, you must review the particular matter and the financial interest identified above and determine that the financial interest is not so substantial as to be deemed likely to affect the integrity of the services. Mr. Szafarowicz recused himself as a recent employee of McClure Engineering and a resident of South Charlton Reservoir. Mrs. Craver said this came about because the Conservation Agent asked McClure Engineering for assistance on this. Discussion was that if McClure was interested in bidding on Phase 2 that we ask the Conservation Agent to use someone else to help with the proposal. **Motion by Mrs. Cooper that we request the Conservation Agent to use someone that is not intending to bid on this to create the RFP, seconded by Mr. McGrath, motion carries.** Mr. Szafarowicz returned to the table.
3. 2016 Scholarship questions. Mrs. Craver stated that each year, the Town of Charlton is charged with awarding students the following scholarships:
 - Nehemiah B. Stone Scholarship** which was given to the Town to be used for scholarships for graduating seniors of Shepherd Hill Regional High School and Bay Path Vocational High School who reside within the boundaries of what was formerly School District #2 in the Town of Charlton.
 - Jesse Smith Educational Fund** which was given to the Town with the general intent and purpose to assist in providing educational advantages for the children of Districts Three and Four in Charlton, and **Edwin Philips Cooking Fund** which was accepted by the Town in 1915 with the general intent and purpose to assist in teaching the art of cooking and domestic science.
 - The **M. Wayne Colby Scholarship** which is awarded by the family does not have enough interest earned in it at this time to make an award. Staff is working with the Treasurer’s office to determine the amount of each scholarship(s) award. In order to qualify for these scholarships, the Board of Selectmen chooses a question in essay form to be completed by students who are

interested in applying for one or more of these scholarships. With the assistance and recommendation of the School, the Board of Selectmen can choose the most qualified recipients. Last year's question for students that were applying for the Nehemiah B. Stone Scholarship, Jesse Smith Educational Fund and the M. Wayne Colby Scholarship was, "What are the three (3) recommendations you have to help students get more involved in government?" For the Edwin Phillips Cooking Fund, the question was, "Sugar, is it really that bad for you compared to artificial sugar? Are sweeteners really healthier than sugar?" Mrs. Craver would recommend for the Nehemiah B. Stone Scholarship and the Jesse Smith Educational Fund the following question: "*What are the negative consequences and positive benefits of the advancement and usage of social media (i.e Facebook, Twitter, Linkedin, etc.) on your generation when it comes to applying for college or finding a job*"? For the Edwin Phillips Cooking Fund, she would recommend the following question for consideration: "*Town of Charlton employees participated in the "Biggest Loser Challenge" where healthy eating was strongly urged. What tips and/or recommendations would you make to this group for healthy eating?*" Once the questions are chosen by the Board, the office will compile the scholarship applications and forward to the schools. The applications are due back in our office by March 31, 2016 and will be brought to the Board for awarding in April of 2016. **Motion by Mr. Szafarowicz that the questions presented by Mrs. Craver be accepted as printed for the Nehemiah B. Stone Scholarship, Jesse Smith Educational Fund and Edwin Phillips Cooking Fund, seconded by Mr. McGrath, motion carries.**

4. Animal Control Officer – added duties of Animal Inspector. Mrs. Craver stated that there are two town positions dealing with animals in Charlton: one under the oversight of the Police Chief dealing with animal control and one that has generally reported to the Board of Health that performs animal inspections, quarantines animals when suspected of disease and rabies testing. The Board of Health has had difficulty in finding a qualified Animal Inspector given the responsibilities of the job. At this time they have been informed that they are out of compliance. The Animal Inspector must, at times, shoot rabid animals and must also have expensive rabies shots. They must provide reports to the Board of Health and notify them if there is any suspected disease. As a State, we are being warned of the potential of pandemics related to live stock and wild animals. All these issues ramps up the importance of this position and a part-time employee has not been able to keep up. The stipend for the position has been the same since 2007, set at \$3,813, and should be increased. To that end we have worked with the current Animal Control Officer and agreed the duties of animal inspector should be combined with the animal control officer and the Animal Control Officer should provide the necessary reporting to the State and Board of Health. The position is estimated to be 800 hours per year which includes 126 barn inspections. We are recommending an increase to the Animal Control Officer's annual salary of \$10,000. That equals \$12.00 per hour for the 800 hours for an additional 15 hours per week. In exchange for the added salary, we will combine the job duties permanently. This will bring the Animal Control Officer's salary for doing both jobs and being on call 24/7 to \$43,457. If you approve this request, we shall request the Finance Committee to provide a reserve fund transfer for this unexpected increase. She would like to commend the Board of Health for their efforts to maintain these services within the allotted funding but, unfortunately, it is beyond their control. Mrs. Craver would ask the board to approve this request. Mr. Singer would ask to hold off on this item for two weeks. He would like to talk to the Board of Health before he makes a decision. Mrs. Craver said if Mr. Singer feels the need, she can go down and ask one of the members to come down. She wouldn't recommend holding off on this because we would still need to ask the Finance Committee and the Board of Health has been told they are out of compliance. Mr. Singer wants to speak to the whole board, not just one of them. Mr. McGrath asked Mrs. Craver what the Board of Health has asked her to do since she's been working with them. Mrs. Craver stated that they asked her to have the two positions combined. She said we have been able to negotiate this.

Mr. Singer has questions that he would like to pose to all of the members of the Board of Health. He said if this board doesn't want to wait two weeks, that's fine. Mrs. Cooper has a few concerns. She asked how can someone that 24/7 add 15 hours to their job? Have there been any formal documents made joining these positions. Has Personnel determined if \$12/hr is a proper amount. The increase alone for animal inspector is high. Mr. Singer asked that if there were issues of these positions in the past, why were they separated. Mrs. Craver left the room to see if the Board of Health was available. Ann & Brent Sellew were asked to come forward. Ms. Sellew is the current Animal Control Officer and Mr. Sellew is an Alternate Animal Control Officer. It was noted that Ms. Sellew was the Animal Inspector before and there was an issue where the state required one thing and the Board of Health did not agree. Chairman Swensen asked if anything has changed for that situation. Ms. Sellew said the state came in and talked to the Board of Health and told them it had to go the way it had before. Ms. Sellew also explained that the two positions were not combined before. She was the Animal Inspector since 1998 and Animal Inspector for the state since 1984 and previous towns. In 2006, she took the job as Animal Control Officer. She did two jobs but she wore two hats. Chairman Swensen explained that the state required the Animal Inspector to count all the chickens, pigs, etc in town and some people didn't want the Animal Inspector on their property. The Board of Health didn't see the regulations the same way. They realize now that the state regulations is the one that they need to go by. Mr. Sellew said that he's always helped with this position because there is a need for a hired gun. Ms. Sellew explained that if there is a rabid animal, he would help. Mrs. Craver returned to the room with members of the Board of Health. Mr. Singer would like to know the history, what the problems were and how they were resolved. He also asked the Board of Health if they were given the increase in the budget for what's being requested, would they still have a problem getting that job done? Mr. Gagner, Chairman of the Board of Health came forward. He said that the position if combined will report to the Police Chief with the proper reports given to the Board of Health when needed. He said the Board of Health is in agreement with combining these positions as they blend together quite a bit. Chairman Swensen thanked the Board of Health for coming in. Mr. McGrath agrees with Mrs. Cooper that we need a different job description to combine the duties and Mrs. Craver stated that is being worked on. Mrs. Cooper is concerned because we already have Animal Control. If the Board of Health was to get the increase in the funding, they might find a qualified person to do the job. Mrs. Cooper said that this will be a full time permanent position and we need to look down the road for the future. Mr. McGrath is in agreement with combining these positions. Mrs. Cooper feels before we can combine these, we need to have a job description that lays out exactly the responsibilities. Mrs. Craver said when the positions were combined before they had to do what the state regulates. Ms. Sellew said most of the reports are not to the Board of Health, they are provided to the state as required. Mrs. Craver said the base was a negotiated rate. What they are asking for is a reasonable amount. Mr. Singer stated that if we are going to make changes to a job and what it encompasses, legally do we have to get some kind of a vote from Town Meeting or the Personnel Board? Do we have to post it? He said if she's going to be animal control maybe she needs a license to carry. If we are going to do this, we should do it right. Mrs. Craver said if this is approved, they would add a statement into the job duties to do the Animal Inspector job per MGL then forward to the Personnel Board. Mr. Singer would like to see a requirement where if she has to put an animal down, get a license to carry. Ms. Sellew said she has backup with the Police Department if her back up is not available. Mr. Singer said we are going to pull a police officer off the job if she doesn't have back up when we are told we don't have enough police officers now. Mr. Szafarowicz feels we need to ask the Personnel Board first for their input. Chairman Swensen stated that if a motion is made it can include pending approval of the Personnel Board. Mr. Singer would like to include to have that person have a license to carry. Mr. Sellew said if that is a requirement right now for Ms. Sellew, she would resign right now because she would never get

her FID card, she doesn't believe in weapons. Mr. Sellew said this is a very risky job. Mr. Singer stated that perhaps Mr. Sellew should be the Animal Control Officer and Ms. Sellew the assistant. Ms. Sellew stated that she has been the Animal Control Officer for 20 years and has never carried. Mrs. Craver clarified what they are looking for tonight. She stated that she and the Board of Health reached out to Ms. Sellew for her assistance with this. Mr. Singer said this is rush, rush and he hasn't had enough time to do research. Chairman Swensen asked if there was any more discussion and with none, he asked if there was a motion. **Mr. McGrath made a motion to combine the positions as recommended by the Town Administrator on the stipend and move forward with the approval from the Personnel Board and Finance Committee, seconded by Chairman Swensen.** Mr. Szafarowicz doesn't feel we have enough information from other parties in town. **Vote on motion: Mr. McGrath and Chairman Swensen – aye, Mr. Szafarowicz, Mrs. Cooper and Mr. Singer – nay.** Mr. Singer said his no vote is not because of the person or the money. He is not opposed to this coming up in 2 weeks. Mrs. Craver took responsibility for the way this was brought up and not reflect on Ms. Sellew. Chairman Swensen asked for this to be placed on the agenda in two weeks. Mr. Singer would like to have the Board of Health and Personnel Board here at the next meeting. Mrs. Cooper would like a job description and what other local animal inspectors receive for the same responsibilities and what are the responsibilities of their roles. Mr. Szafarowicz wants official approval or support of the Board of Health and the Personnel Board that they support this. Mr. Sellew stated that he and his wife will be revisiting this now. Ms. Sellew said that a lot of towns have combined duties and was asked to provide Mrs. Craver with the towns. Chairman Swensen thanked Mr. and Mrs. Sellew for coming.

VII. Old Business:

1. FY2017 Budget Calendar / warrant. Mrs. Craver stated that there are no updates at this time. She will be meeting with Departments on their budgets next week and will bring information to the board.
2. RFP – Cell Tower Enhanced Coverage. Mrs. Craver stated due to spotty police radio communications and cellphone coverage, we have been working to enhance cell tower coverage in town. To that end, we compiled an RFP for co-locators to be placed on the tower at the police station. We have interested parties to supply the coverage, but we must bid out the space. On the advice of town counsel, the Board must declare the area available and authorize the lease. To that end, we request that you vote the following: “I move that the board of selectmen vote: (a) to authorize the town administrator, in her capacity as chief procurement officer, to seek bids or proposals for a lease or leases of portions of the tower located on Charlton police station land at 85 Masonic Home Road, such lease(s) to also include a ground lease or leases, for wireless telecommunications equipment and facilities intended to enhance telecommunications coverage, including cell phone coverage, for the town in areas which presently lack wholly sufficient coverage, on such terms as she deems to be in the best interests of the town; (b) to determine and declare that such portions of the tower and ground lease areas to the extent necessary for such lease(s) are no longer, presently needed for the municipal purposes for which such land is presently being held, and (c) to authorize the chief procurement officer to enter into such a lease or leases and to take such further action as she deems necessary or desirable for the purpose of effectuating the foregoing vote.” **Motion by Mr. McGrath for the cell tower enhanced coverage at the police department that we use the motion provided by Town Counsel that Mrs. Craver just read, seconded by Mr. Szafarowicz, motion carries.**

VIII Committee Reports:

Mr. McGrath stated that he attended a CMRPC meeting and there was no discussion on the money for the Rt. 20 project moving forward.

IX BOS Policy Review:

X. Student Selectperson Report – Bailey Ross reviewed her report

XI Town Administrator Report: Mrs. Craver reviewed her report. Mr. Singer would like information on three items. 1. For the Board of Health Administrative Assistant, is the 19 hours working out, 2 for the Chief's position, he would like something on the agenda for the next meeting for discussion for are we going one way or another so we can give some kind of direction and 3. heating for town hall, are we doing anything about why it was wired incorrectly and who did it and are we seeking anything from the person that did this?

XII Other Business:

Chairman Swensen stated about the Chief's position for the next meeting, to maybe consider having an exam next May for the officers interested as opposed to this May which doesn't allow them enough time to adequately prepare for it.

XIII Next Meeting Announcement:

* Next Regular Selectmen's Meeting – February 16, 2016

XIV **Adjourn: Motion by Mr. Szafarowicz to enter into executive session at 8:36pm under M.G.L. c. 30A, Sec. 21, #1 – to discuss the reputation, character, physical condition or mental health rather than professional competence of an individual or discuss the discipline or dismissal of, or complaints or charges against a public officer, employee, staff member or individual, #3 – to discuss strategy with respect to collective bargaining or litigation if an open meeting may have a detrimental effect on the bargaining or litigating position of the public body and #6 – to consider the purchase, exchange, lease or value of real estate, if the chair declares that an open meeting may have a detrimental effect on the negotiating position of the public body, seconded by Mr. McGrath. Roll call vote taken: Mr. Szafarowicz – aye, Mrs. Cooper – aye, Mr. McGrath – aye, Mr. Singer - aye and Chairman Swensen – aye. Chairman Swensen declares that an open meeting may have a detrimental effect on the negotiating position of the public body and that the board will reconvene to open session for the purpose of adjourning.**

Motion by Mr. McGrath to adjourn 9:39pm, seconded by Mr. Szafarowicz, motion carries.

Submitted by:

Mary C. Devlin

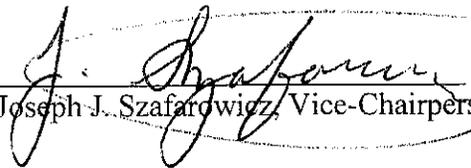
Administrative Assistant

Accepted by:

Frederick C. Swensen, Chairman

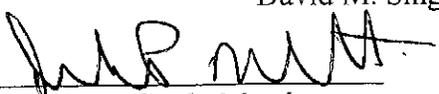


Cynthia B. Cooper, Clerk



Joseph J. Szafarowicz, Vice-Chairperson

David M. Singer, Member



John P. McGrath, Member

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TO: Board of Selectmen

FROM: Robin L. Craver, Town Administrator 

DATE: January 26, 2016

SUBJECT: Town Administrator's Report – for Selectmen's meeting of 2/2/16

Discover Central Mass – I attended a Discover Central Massachusetts Legislative Breakfast on January 20, 2016 at the Hanover Theatre for Performing Arts. Discover Central Massachusetts is a dynamic and entrepreneurial convention and visitors bureau that represents 35 cities and town in Central Mass. Formed in 2015, the organization is governed by a 28 member Board of Directors comprised of professionals representing the tourism industry. The primary purpose of the bureau is to undertake activities and make strategic promotional investments that lead to or directly support an increase in tourism revenue in the region and other benefits inherent with a vibrant and growing visitor economy.

Bay Path Co-Operative Education brochure – Attached is a Co-Operative Education brochure and posters listing some of the work that Bay Path students have performed for member communities and non-profit organizations since the beginning of the school year. It is Mr. Lafleche's intent to provide you with a quarterly update of the activities of the students as they gain valuable job related experience while benefitting the residents of the ten town district. Bay Path encourages all of its municipalities and non-profit organizations to contact them for assistance on projects.

3 Personnel Items – 1) Board of Health Staff – I am happy to report that the Board of Health hired Andrea Humphries as the Administrative Assistant for 19 hours a week. The advertisement for the Board of Health Department Assistant has been placed in the paper. The deadline for applications is February 19, 2016. 2) The Town Accountant advertisement has been placed as well and the deadline for applications is February 11, 2016. 3) I am working on the RFP for assessment center for the Police Chief position as requested and will bring it to you when it's ready.

Water for residents affected by Casella – I have been working with the Board of Health to provide water to residents affected by the landfill.

Heating System in Town Hall - As you know, on Thursday, January 21, 2016, the town hall closed at 9:30am due to no heat in the building. The control technician was called and did not make it here until 4:00pm. The problem is two-fold. First, one of the circulator pumps had failed therefore the control system did not sense it running which is a requirement for the heating system to function. Second, the parallel pump (or back up pump) was running, however the control system did not sense that pump running because the control sensor that sees that second pump running was incorrectly wired since the system has been installed and unknown to us. The heating system is now running. Curt Meskus has been monitoring the system and will keep us updated. He also contacted the plumber to look at the failed pump and motor to determine if it is a pump problem or motor problem. He is researching the issue at this time.

Adjustable VARIDESK – (Adjustable standing desks to promote health and wellness). As you know we have been working with the town staff on healthy lifestyles. A survey was sent out to employees to see who would be interested in an adjustable desk and seven were ordered and installed. These desks allow the employees to stand at different times during the day as well as sit. So far, we have received positive feedback on them.



**Discover Central Massachusetts
Legislative Breakfast
January 20, 2016
Agenda**

- 7:30 AM** Registration
- 8:00 AM** Program begins
- 8:05 AM** Troy Siebels, President, Hanover Theatre for Performing Arts
- 8:10 AM** Senator Harriette L. Chandler (D-Worcester), Majority Leader
Senator Michael O. Moore (D-Worcester)
- 8:15 AM** Christina Andreoli, President, Discover Central Massachusetts
- 8:30 AM** Nam Pham, Assistant Secretary of Business Development,
Massachusetts Executive Office of Housing and Economic Development
- 9:00 AM** James Donahue, Executive Director, Old Sturbridge Village
- 9:05 AM** Martin Corry, Corry Associates
- 9:15 AM** Questions/ Answers

*We'd like to thank Figs & Pigs for catering today's breakfast and
The Hanover Theatre for Performing Arts for graciously hosting today's event.*



Organizational Overview

Discover Central Massachusetts is a dynamic and entrepreneurial convention and visitors bureau that represents 35 cities and towns in Central Massachusetts. Formed in 2015, the organization is governed by a 28-member Board of Directors, comprised of professionals representing the tourism industry. The primary purpose of the bureau is to undertake activities and make strategic promotional investments that lead to or directly support an increase in tourism revenue in the region and other benefits inherent with a vibrant and growing visitor economy.

Travel, tourism, and hospitality play a tremendous role in the region's economy. Tourism is the third largest industry in the Commonwealth. Tourism related to employment in Central Massachusetts totals 3,220, with a payroll of more than \$90 million annually. Direct spending of travelers in the region is \$500 million, resulting in local tax receipts of nearly \$10.8 million. Tourist expenditures include everything from lodging, entertainment, dining, transportation, and fuel; local businesses rely on the business of visitors to the region.

Central Massachusetts' tourism industry is boosted by a number of well-known and popular attractions, including the DCU Arena and Convention Center, Old Sturbridge Village, Southwick Zoo, Worcester Art Museum, EcoTarium, Hanover Theatre for Performing Arts, Indian Ranch as well as a number of campgrounds and outdoor recreation areas, such as Wachusett Mountain, Lake Quinsigamond, Purgatory Chasm, and Blackstone Valley Heritage Corridor. The region is best known for its rich colonial history and New England charm, from orchards and farms to festivals and antiques shops. The region is also supported by a number of conference centers, unique booking venues, hotels, shopping, and dining options.



**MASSACHUSETTS
Visitor Industry
Council**

- **TOURISM IS THE THIRD LARGEST INDUSTRY IN MASSACHUSETTS AFTER TECHNOLOGY AND LIFE SCIENCES. THE INDUSTRY GENERATES \$19.5 BILLION IN VISITOR SPENDING.**
- **YET MARKET SHARE IS DECLINING DUE TO INTENSE COMPETITION AND LACK OF CONSISTENT MARKETING (BRAND MAINTENANCE IS ESSENTIAL TO ALL INDUSTRIES):**
 - **SHARE OF DOMESTIC MARKET HAS GONE FROM A HIGH OF 1.7% (2012) TO A CURRENT 1.6% (2014)**
 - **SHARE OF INTERNATIONAL MARKET HAS GONE FROM A HIGH OF 5.2% (2009) TO A CURRENT 4.4% (2014)**
- **DECLINE IN MARKET SHARE (AND THUS REVENUE) IS A THREAT TO:**
 - **JOBS – CURRENTLY 132,000 PERSONS ARE EMPLOYED IN THE INDUSTRY WITH \$3.7 BILLION IN WAGES**
 - **TAX REVENUE – CURRENTLY \$415 MILLION IN TOTAL ROOM OCCUPANCY TAX COLLECTED AND \$2.435 BILLION IN OTHER TAXES COLLECTED (SALES, MEALS, PAYROLL, ETC.), FOR A GRAND TOTAL OF \$2.850 BILLION**
 - **GROWTH - IN JOBS, CONSTRUCTION AND NEW BUSINESSES**
- **THE ROOMS OCCUPANCY TAX OF \$415 MILLION FY'15 HAS THREE COMPONENTS – STATE \$150 MILLION, LOCAL OPTION TAX THAT GOES TO CITIES AND TOWNS \$185.5 MILLION, AND THE CONVENTION CENTER FUND \$79.5 MILLION**
- **THE SOLUTION IS TO CARRY OUT THE LEGISLATIVE MANDATE TO ADEQUATELY FUND THIS IMPORTANT INDUSTRY BY SETTING ASIDE 22% OF THE STATE PORTION OF THE ROOM OCCUPANCY TAX IN A SEPARATE VISITOR INDUSTRY TRUST FUND (\$150 MILLION X 22% = \$33 MILLION IN FY'15) AND DISTRIBUTING IT AS FOLLOWS:**
 - 70% TO MOTT \$23,100,000**
 - 30% TO RTCs \$9,900,000**
- **THIS VITAL FUNDING WOULD ALLOW FOR REGULAR, COORDINATED MESSAGING AND PROMOTION OF MASSACHUSETTS TOURISM TO COUNTER COMPETITION FROM OTHER STATES AND WOULD AVOID THE CURRENT INTERMITTENT, AND ULTIMATELY INEFFECTUAL, ADVERTISING AND PROMOTION RESULTING IN INADEQUATE FINANCIAL SUPPORT.**



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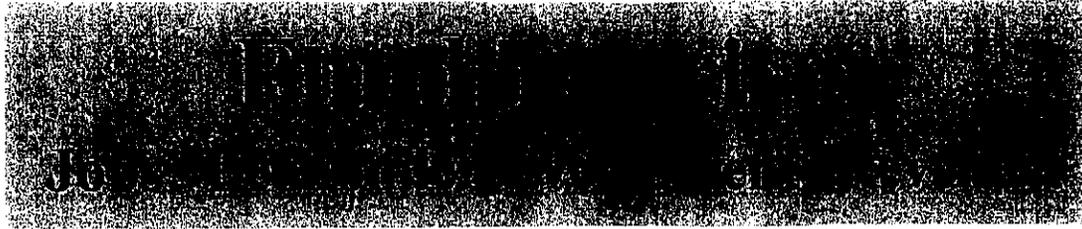
Gary Vaillancourt
Vaillancourt Folk Art

Barbara Van Reed
The Yankee Xpress

Matthias Waschek
Worcester Art Museum

Erin Williams
Worcester Cultural Coalition

Shuli Xu
MCPHS University



FY' 17: Implement the Tourism Trust Fund Formula

In 2014 the Legislature created the Tourism Trust Fund to dedicate a certain percentage of revenue derived from the room occupancy tax to continued tourism outreach efforts, with 70% of the funds targeted for the Massachusetts Office of Travel & Tourism (MOTT) and 30% targeted for the Regional Tourism Councils (RTCs). This represents a fiscal year 2017 budget request of:

- **\$23 million for Massachusetts Office of Travel & Tourism**
- **\$10 million for Regional Tourism Councils**

Impact of tourism in Massachusetts

- #3 industry in the state**
- 132,000 jobs**
- \$2.8 billion in tax revenue**

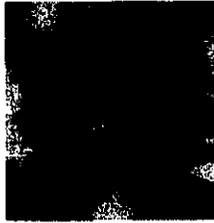
We now have direct flights to Logan Airport from 55 international destinations and we attract 23.5 million annual visitors to the Commonwealth spending \$19.5 billion. In order to continue to keep this economic engine moving to maintain and grow these jobs and increase revenue to communities and the state we must continue to invest in tourism; marketing, promoting and attracting visitors to the state and in-state visitors to our attractions and destinations;

- **We are losing market share.** Massachusetts has lost tourism market share for domestic and international visitors.
- **We invest less than our competitors.** Our investment in marketing tourism trails other states. Potential visitors only have limited discretionary dollars to spend, vacationers will choose other destinations – we can't let this happen.
- **RTCs: A unique public/private partnership.** RTCs are funded through a unique public/private partnership – in order to receive state funding RTCs must identify and match private dollars for every grant dollar funded by the state.
- **Return on Investment.** Every dollar spent attracting visitors to the state generates increased revenue for the state and communities.

FOR MORE INFORMATION OR QUESTIONS CONTACT MARY KAY WYDRA AT MARYKAY@VALLEYVISITOR.COM



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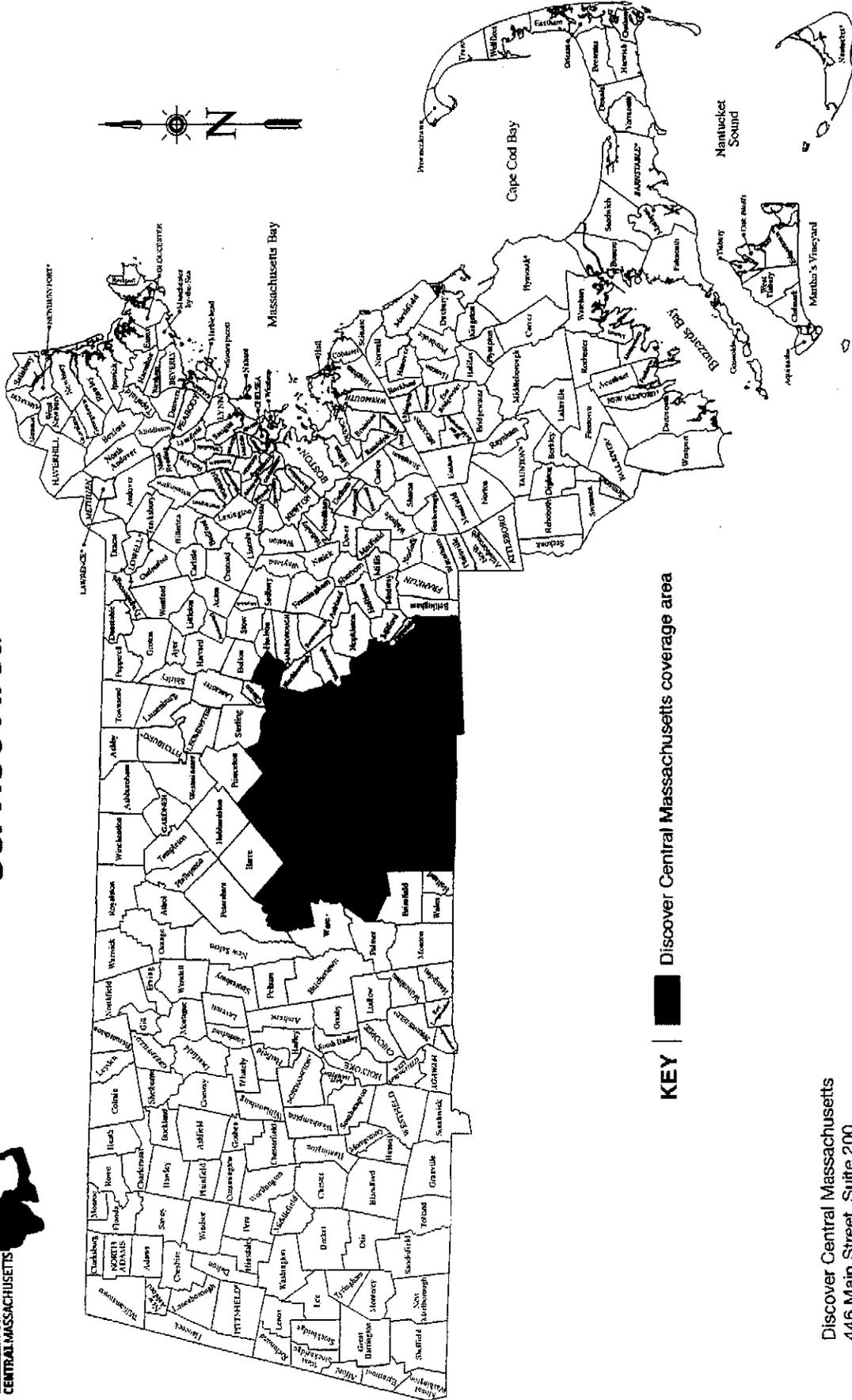
Sales Manager – Sports

Destination Worcester

fitzmauricet@destinationworchester.org



Service Area

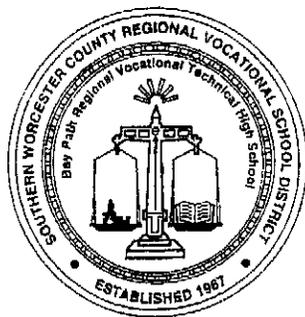


KEY |  Discover Central Massachusetts coverage area

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TA Report

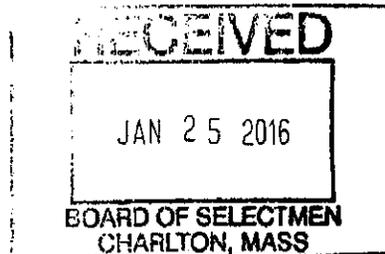
AUBURN • CHARLTON • DUDLEY • NORTH BROOKFIELD • OXFORD • PAXTON
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Southern Worcester County Regional Vocational School District
BAY PATH REGIONAL VOCATIONAL TECHNICAL HIGH SCHOOL
 57 OLD MUGGETT HILL ROAD
 CHARLTON, MASSACHUSETTS 01507-1331
 (508) 248-5971 - (508) 987-0326
 FAX (508) 248-4747



Mr. John A. Lafleche
 Superintendent-Director

January 13, 2016

Town of Charlton
 Attn: Mrs. Robin L. Craver & Board of Selectmen
 37 Main Street
 Charlton, MA 01507



Dear Ms. Craver and Members of the Board of Selectmen,

Enclosed please find a Co-Operative Education brochure and posters listing some of the work our students have performed for member communities and non-profit organizations since the beginning of the school year. It is my intent to provide you with a quarterly update of the activities of our students as they gain valuable job related experience while benefiting the residents of our ten-town district.

Bay Path encourages all of its municipalities and non-profit organizations to contact us for assistance on projects. If you are interested in having Bay Path assist your town or non-profit organization, please call Mr. Donald Montville, Vocational Director, at 508-248-5971, Ext. 1700.

Thank you for your continued support. We look forward to hearing from you.

Sincerely,


 John A. Lafleche
 Superintendent-Director

Cooperative Education

“A Quality Experience”



**Blending The Best Of
Education & Industry**