

Minutes of Meeting – September 2, 2020; meeting called to order at 7:00pm. Present: Dave Roche; Ed Lane; Marybeth Mitts; Warren Archey; Neal Maxymillian.

MOTION by DR, seconded by EL to approve the Minutes of August 19. 5/0 vote.

Citizens Open Forum: None. Consent Agenda: None.

The Chamber of Commerce came before the Board requesting \$50,000 for a "Live Where you Vacation" campaign. It was explained to the Board that the Finance Committee and School Committee would like to see the Chamber market the Town to bring in new people. She went on to explain that the campaign would include testimonials, Face Book, creation of more events, an increase in hours for herself and the addition of one person, to be project specific. She stated that the \$50,000 would reach 26,814,000 people. The final goal would be to get thirty new families to move to Lenox. MM questioned what the previous \$19,000 given to the Chamber was used for, to which she answered it was for an influencer campaign but right now they would like to switch gears and move this campaign along. She went on to state that journalists have visited, and that Lenox will be featured in several magazines later in the year. MM then mentioned the packages sent out by the school, and suggested that the Chamber work with them on that. NM stated that he feels that the audience they are trying to target does not read the magazines mentioned. The Board also felt that there is very limited housing available for people who wish to move to Lenox. MM stated that she feels that it is a good proposal, but that the timing is not good. EL stated that he has many questions that need to be answered, and feels an additional meeting is necessary. DR and MM offered to meet with the Chamber.

The Board reviewed the draft ATM warrant. It was agreed that it needs to be circulated to the FinCom for their approval. A meeting for 9/16 was scheduled to approve the warrant.

New Business: The CAO brought up the need to limit water use in Town. MOTION by EL, seconded by DR to immediately implement Water Use Restrictions as recommended by the Water Superintendent in his correspondence to the Town Manager dated September 1, 2020 in accordance with Chapter XX of the Town Bylaws. 5/0 vote. DR mentioned that he and the CAO welcomed Royanne Hammond and Dylan Bencivenga as new police officers. WA asked if the handrail on the west side exit of Town Hall could be repaired.

Meeting adjourned at 8:00pm.

Minutes Taken By: _____	Minutes Accepted By: _____
Mary Ellen Deming	Clerk
Director of Administrative Services	Board of Selectmen