

Appendix G: Public Outreach Summary

Comments from March 20, 2018 Public Meeting

- a) We are not just a resort town. Ludlow is a town with a ski resort.
[vs. Ludlow is a service community for Okemo]
- b) Okemo is the pillar of the local economy, but other businesses are important too (JELD-WEN, Clear Lake Furniture, Built Right, IMERYS).
- c) Recently there is no growth, we want growth (economic, population).
- d) We need a more diverse economy. We need better paying jobs. Be business friendly. Attract 1-3 larger businesses. Focus on small-scale, high-tech manufacturing. Take advantage of brownfield re-development opportunities.
- e) We need housing options that are more affordable.
- f) Make Ludlow a place that you want to live (bike paths, dog parks, ball fields, quality school, vibrant village).
- g) Need to re-invest in the town recreation areas/parks. Open up views and access to the river and lakes.
- h) Village revitalization
 - 1. Maintain the character of the village.
 - 2. Street lights, street trees, vibrant stores, decorations
 - 3. Consider angle parking more room for street trees (?)
 - 4. Slow traffic speed. Reduce the speed limit. I like Chester's speed sign that says "thank you" for driving the speed limit. Speeding on Buttermilk Falls Road in the summer. Consider speed humps to slow traffic.
 - 5. Safe/walkability. Sidewalk maintenance. Need enhancements of the pedestrian environment by the gas stations. Crosswalk improvements.
 - 6. Fill empty storefronts.
 - 7. Rehab "dead" houses. It is too expensive to rehab larger buildings. Explore incentives.
 - 8. Place telephone/power lines underground or behind buildings.
- i) School is closing. Identify a good re-use for the old Black River School building. Consider establishing an independent school for grades 7-12. What is the cost to renovate?
- j) Gas stations are an eye sore.
- k) Fill empty storefronts
- l) Improve wayfinding (e.g. golf course)
- m) Improve cell phone service in all parts of town.
- n) Faster internet (fiber).

Comments from July 17, 2018 Public Meeting

Elizabeth Bridgewater from Windham and Windsor Housing Trust gave an overview of their programs:

- a) 759 total units
- b) Stewart Property Management serves most of their properties in Windsor County
- c) They offer home ownership counseling and educational services.
- d) The shared equity program helps income-eligible people to buy a home through a subsidy. The subsidy continues with the subsequent owner. There are no shared equity units in Ludlow at this time.
- e) They are currently working on a strategic plan, including efforts to have a greater presence/impact in Windsor County.

Issues and comments raised by attendees of this meeting included:

- o) Affordability is the primary issue. Contributing factors are the second home market and property taxes.
- p) Fewer young families live in Ludlow.
- q) Seasonal rentals for ski industry jobs are less available. Property owners make more money through Airbnb.
- r) Ludlow needs a broader employment base/diversify the economy.
- s) Perhaps there is an opportunity to work with landlords to provide rentals needed to support local seasonal jobs.
- t) Consider a business roundtable to talk about coordination on housing for seasonal workers. For example, rentals for ski employees in the winter, farm workers in the summer. Reach out to Bob Flint at Springfield Regional Development Corp.
- u) Recruit younger adults from other areas to move here and telecommute. Internet speeds in the Village are pretty good. We need better internet speeds in some of the rural parts of town.
- v) Keep coordinating with the Cavendish Telecommunications Committee and other towns in the area to improve internet speeds.
- w) In Mass., there was a successful local's discount club that helped to strengthen the local economy. Consider talking with the Chamber about the feasibility of doing something like that in Ludlow.