

**Economic Development Committee**  
**February 6, 2020**

**Present:** Chris Dufresne - Chair, Ron Rzasa, Faith Mba, Julianna Dodson, Judy Idelkope/Advisor

**Absent:** John Pieper, Simon Jones, Jeanny Aldrich/BOS Representative

**Guests:** Jeff Scott

**Meeting called to order: 5:03PM**

**Presiding:** Chris Dufresne

**Secretary Report: Approved**

Ron moved and Julianna seconded to approve the Jan. 30th minutes

**New Business**

1. **Chris announced the resignation of Simon Jones**
2. **Budget:** EDC budget went before the Budget Committee. Judy Idelkope & Jeff Scott attended the meeting and reported that it was unchanged by the Budget Committee. It had already been approved by the BOS. Next step is Town Meeting approval. It was noted that Chris should be prepared to defend it, if necessary.
3. **Business Cards/Envelopes:** EDC correspondence should have a return address with the committee logo. This could be easily done with a template, printed on labels so any size envelope could be used. EDC members should have business cards with their names on it. Each committee member should e-mail how their name should appear to Julianna.
4. **Branding:** Judy gave insight into what prospective residents are looking for. Generally, they like the rural character, good schools, access to the interstate/major highway, and low taxes. They don't want the character of Route 9 to change into a shopping/Industrial zone.
5. **Annual Report:** Copies of the EDC section's write up were distributed. Because of the deadline, it has already been submitted.

**Old Business**

1. **Welcome Packet:** The Welcome Letter has been approved by 2 out of 3 BOS, Jeanny just needs to sign it. An informational sheet has been sent to the BOS for approval. Other things to include would be a map showing the central area of town, and coupons from local businesses for goods or services. Chris will contact Park and Rec about a free pass to Ware Grove. These packets would be mailed out.
  - a. The town will provide name of new homeowners on the 15<sup>th</sup> of each month. How to obtain the name of renters was discussed. A Facebook posting looking for landlords could be useful way to connect to renters.
2. **New Business flow chart:** The proposed flow chart to help navigate a business through the town regulations should be general in nature. It is essential that a new business have The Zoning and Land Use books as each business has unique requirements.
3. **Proposed structuring and of EDC:** Julianna lead the committee through the process. Ron would like this information and the Welcome Pack be sent to the SW Regional Planning Commission.

**PUBLIC RELATIONS:**

- Marketing & branding
- Events
- Welcome initiative
- Participation in community

**BUSINESSES:**

- New business orientation
- Incentives
- Improved relations
- Commercial property database

**REGULATIONS:**

- Zoning initiatives
- Understanding code enforcement

**Areas of Individual emphasis:**

**Chris** - welcome new residents & inter-organization communication

**Ron** - new business orientation & agricultural representative

**Faith** - existing business development

**Julianna** - marketing & branding, Brownfield’s sub-committee

**John** - regulations & zoning

\*\*Public relations - need committee member for this as well as marketing so that Julianna can move to business incentives & Brownfields

**Specific goals for 2020:** Tiers are highest to lowest in priority

Tier 1	Tier 2	Tier 3
<ul style="list-style-type: none"> <li>● New resident welcome packet</li> <li>● Business networking event</li> <li>● Signage regulations</li> <li>● Marketing/branding</li> </ul>	<ul style="list-style-type: none"> <li>● Business incentives</li> <li>● Clean up Route 9</li> <li>● Commercial property database</li> </ul>	<ul style="list-style-type: none"> <li>● Agricultural initiative</li> <li>● Sub-committee for Brownfields</li> <li>● Flow chart for business process</li> </ul>

\*Zoning village district on hold until 2021

**Next Meeting Date**  
**Thursday, March 5th**  
**Town Office Meeting Room – 5PM**

Meeting Adjourned at 6:51PM (Ron 1<sup>st</sup>, Chris 2<sup>nd</sup>)

Respectfully Submitted by,  
 Donna Roscoe, Secretary  
 February 6, 2020