

Fitzwilliam Economic Committee

Oct 2, 2017: Depot Train Station

Meeting began at 7 pm.

The goals of the Economic Committee: to get businesses together to network and pool resources, build relationships among business owners, promote new members, and to revitalize Fitzwilliam.

In attendance: Chelley Tighe, Skip Hagstrom, Steve Reinhart, Adrianna Stefanco & Suzanne Gray

Absent: Clare Rose-Howard & Mary Belle Isle

Minutes: September minutes will be reviewed at next meeting

Historical Buildings: Per the Select Board's request, Adrianna researched Peterborough and shared that they promote their historical buildings by way of a "Walking Tour". It is in the Fitzwilliam Master Plan (p. 72), that the Economic Committee partner with the Historical Society to promote our town's history. Steve will invite Charlie Massin, who is a member of the Historical Society, to one of our meetings to discuss having a walking tour of our own. Suzanne shared that there already is a tour that has been developed in the past, and that it could be updated. She then mentioned it could be incorporated into the business brochure.

Next CCC: This next event, **Advertising your Business**, is scheduled for Nov 13, 7pm at the Depot Train Station. It will be the committee's responsibility to pay for pellets to heat the building. According to Warren Hall, it should take 2-3 bags to adequately heat the building for the evening's event. Adrianna discussed the idea from the last meeting to have Kitty Doty speak at the event about our food collection. Suzanne volunteered to attend their October 16th meeting to present this idea to them. Steve has talked with Ken Abbott, the owner of ABTech who has just purchased the old MLP building, about our committee and he relayed that Ken is very anxious to attend one of our meetings. Steve also has reached out to Mike Davini from Xtreme Auto Body and has plans to try to meet up with him this month. The two scheduled speakers for the event are John Sepe from the Fitzwilliam Inn and Darryl Meattey, owner of Surell Accessories. Darryl stated that he may not be able to attend, but he will send someone in his place to speak. Skip will follow up with Darryl as it gets closer to the event. Since the committee now has the postcards, they will be used to invite all those that have attended in the past. Marion will get the addresses to Chelley and she will prepare the postcards for mailing. Members will chip in to cover the postage costs. Adrianna wants to encourage young business owners. Steve said he has been in contact with a group called "Young Entrepreneurs Association. This group holds a 26 week academy on starting a business. Allison Barrows and Bob Messiner Jr. are the head of this association and Steve will touch base with them and try to encourage their attendance at our functions. A local graduate of this program is Carmen Pini. Suzanne will speak to her mom, Carlotta Pini, to see if she is willing to attend the CCC and share her experience in that program. Suzanne showed samples of the name badges. Adrianna will do some tests with different layouts. Steve will provide the badge holders. Since it was decided to advertise the next event to all those attending the current event, March is the tentative month and the final date will be decided at the November meeting.

Brochure Holders: Adrianna priced them out at approximately \$50 for 3. The members felt 6 should be purchased. They have the locations in mind and will need to speak with the various organizations for approval to locate them there.

Budget: Suzanne started the conversation about the budget. All members contributed line items that needed to be considered. This varied from supplies, postage and admin costs. Suzanne will submit the final budget to Debbie.

Business Listing: Skip has volunteered to continue updating the listing for insertion into the town newsletter. He would like to see a larger font with information on both sides; maybe adding a logo also.

Fitzwilliam Newsletter: Discussion started with the need for more copies at the Library and perhaps at other locations. The newsletter staff would have to increase the print quantity and they could then be distributed by the committee members. Adrianna will contact Janet about this.

Suzanne will take over facilitating the committee meetings when Adrianna is out on maternity leave.

Next meeting: November 6, 2017 at the Town Hall since the Train Station is not heated throughout the winter.

Meeting adjourned at 9:00pm.

Minutes taken by Marion Wheeler

