

FITZWILLIAM ECONOMIC DEVELOPMENT COMMITTEE- February 5, 2024

Present: Beth Lorenz, Ryan Cashman, Kerry O'Neill, Ken Abbott & Brian Doerpholz, Selectman's Rep

Absent: Skip Hagstrom, Chelley Tighe, Jason Newcomb, Isaac Morse & Jim Millar

Guests: Karen Beitler & Jan Ziegler (Wunderland Marketing)

Minutes: Kerry made a motion to accept the minutes of Jan 8, 2024 as written with a second by Beth. All voted in favor (5-0-0).

WELCOME WAGON: **Kerry O'Neill**

- Packages are ready; waiting on names and addresses of new residents

BUSINESS FAIR: **Ken Abbott**

- Continue at next meeting

TOWN SIGN: **Beth Lorenz, Brian Doerpholz**

- CIP recommended the sign and it will be on the warrant
- Need to re-work the location as the DOT stated it is within their right of way. Brian will pursue with the State.
- Brian will send the state diagram to all members.
- There is a \$100 yearly fee

NETWORKING PARTY: **Beth Lorenz**

- May 16, 2024 Thursday at Los Agaves 5:30
- Ryan will create an invite
- Ryan will send any new businesses to the group for calling
- Use the updated business list for calling

LOGO: **Jason Newcomb**

- Continue at next meeting

BUSINESS DIRECTORY: **Ryan Cashman**

- Ryan is working on the list
- February Newsletter ad inviting businesses to the directory completed with a deadline of March 31
- Will be checking the email weekly for responses then send the new businesses to the group for networking party invite
- Contact businesses by phone (begin Mar) to see if they want to remain in the directory; final deadline end of April
- Have draft ready by May to present to the EDC; have physical pamphlets ready by the first FFM.

FANTASY FAIRE: **Isaac Morse, Karen Beitler**

- Because of the challenges in recruiting vendors and performers, Karen notified the group that this event will be put off until 2025.

REINSTATING EDUCATIONAL OPPORTUNITIES: ***Guest Jan Ziegler of Wunderland Marketing***

- Jan Ziegler explained Wunderland Marketing creates websites, photography and focus groups to all businesses, even the small ones.

NEXT MEETING: March 4, 2024

ADJOURMENT: **Motion to adjourn made by Beth with a second by Ryan. All voted in favor (5-0-0)**

Meeting adjourned 8:16 pm

Minutes taken by Marion Wheeler