

FITZWILLIAM ECONOMIC DEVELOPMENT COMMITTEE- Oct 7, 2024

Present: Beth Lorenz, Skip Hagstrom, Ryan Cashman, Jason Newcomb & Isaac Morse

Absent: Jim Millar, Kerry O'Neill, Ken Abbott & Chelley Tighe

Guests: Stephanie Faulkner, Chris Swiniarski, & Chad Brandon

Mr. Swiniarski, attorney with Divine & Millimet, and Mr. Brandon, co-owner of MI Box, informed the committee that they represent the owner of Dunkin Donuts, who recently purchased the Old Glory property. This property is located in the General Business District. They have all the approvals to move forward except, the use of a "drive-thru", is prohibited per the Town's ordinance. They are proposing an amendment to change this ordinance to allow a drive thru in that district. They presented this to the EDC for their support and advice. Some suggestions for them were:

- Be present on Election Day to discuss and obtain signatures from the residents
- Advertise in the Fitzwilliam Newsletter
- Keep it within the Master Plan guidelines
- Be prepared at Town meeting; there may be opposition

Minutes: Jason made a motion to accept the minutes of April, June, July and September with a second by Ryan. All voted in favor with Skip abstaining to the September minutes.

2022 Master Plan Recommendations for Economic Development:

Make Fitzwilliam a destination: Monadnock Paddle is a perfect example

Convert under-utilized buildings into new uses: Old Glory into Dunkin Donuts

Develop infrastructure to attract new business, i.e. 3 phase power: not at this time but look for grants in the meantime

Support home-based businesses: Educational Zooms on financing (Venmo, etc.) and provide resources

Promote Mom & Pop retail, restaurants: Networking events at local businesses.

Create Welcome Center to promote tourism and economic development: see Welcome Wagon

WEBSITE/MEDIA/ADVERTISING: Website needs updating; design from a user perspective

FITZWILLIAM HISTORICAL CELEBRATION: *Ryan Cashman*

- Raised approximately \$1000 for the Historical Society; more participants in the race;
- deemed a success
- Petition planned to have the Town take over all maintenance

WELCOME WAGON: *Kerry O'Neill*

- Moved to next meeting

TOWN SIGN: *Karen Belittler*

- DOT disputes the location; might need to be placed further in from Rte. 119 and much higher for visibility
- Perhaps look into a new location, Monadnock Firearms end of plaza or triangle by Austin's
- Letters remotely changed instead of manually; Jason will look into the costs
- Put sketch of sign on town website
- Be totally prepared to present at Town meeting

BUSINESS DIRECTORY: Ryan Cashman

- Completed and distributed
- 2 new businesses to be added
- Will continue to collect additions

EDUCATIONAL EVENTS:

- Create a "business card" book for events; Beth to donate
- Various business types, i.e. Insurance, lending real estate, business plans, credit card payments, agricultural importance and tips/tricks for promotional writing
- Networking party

NEXT MEETING: Nov 4, 2024 7pm

ADJOURNMENT: **Jason made a motion to adjourn with a second by Isaac; all voted in favor**

Meeting adjourned 8:35 pm

Minutes taken by Marion Wheeler