

FITZWILLIAM ECONOMIC DEVELOPMENT COMMITTEE- Dec 2, 2024

Present: Beth Lorenz, Skip Hagstrom, Jim Millar, Ryan Cashman, Karen Beitler, Isaac Morse, & Tom Rothermel

Absent: Jason Newcomb, Kerry O'Neill & Chelley Tighe

Guests:

Minutes: Jim made a motion to accept the minutes of Nov 4, 2024 with a second by Skip. All voted in favor with Ryan, Isaac & Tom abstaining (4-0-3).

New Business: Member update-

- Karen has been sworn in to be the new alternate member

2025 Budget-

- The budget has been submitted to go before the Budget Committee
- \$5000 was added for an electronic sign

2022 Master Plan Recommendations for Economic Development: *ongoing work*

Make Fitzwilliam a destination:

Convert under-utilized buildings into new uses:

Develop infrastructure to attract new business, i.e. 3 phase power:

Support home-based businesses:

Promote Mom & Pop retail, restaurants:

Study public acquisition of properties leased to private businesses:

Create Welcome Center to promote tourism and economic development:

Potential Strategies

Create a cross functional team to study & implement findings/strategies: 2025 project

- Add to our list of boards/organizations: Historic District Commission, Common Committee, Garden Club, Laurel Lake Association, Conservation Commission, & Fleur Di Lis
- EDC needs to attend their meetings and EDC will invite those boards to the EDC meetings. Set up a schedule in January to send invites and maintain on a quarterly basis
- The purpose of this being opportunities to collaborate across committees and to meet Master Plan goals with the emphasis on how the EDC can support their goals.
- Plan a " Calendar Coordination " meeting
- Post the full calendar on the website.
- Beth will send the spreadsheet with the committees that the EDC members will be attending to all members

WEBSITE/MEDIA/ADVERTISING:

- EDC page looks good
- The whole town website looks much better

WELCOME WAGON: **Kerry O'Neill**

- Moved to next meeting

TOWN SIGN: **Karen Beitler**

- Approximate cost for a basic electronic sign is \$16,000
- Location is still being worked on; Carousel Grill, Monadnock Firearms or Austin's triangle. Let it be noted that Angelo from the Carousel grille is not in favor of the DOT's location, which is near the picnic tables in the gravel area

BUSINESS DIRECTORY: **Ryan Cashman**

- Jim, Skip & Karen supplied business cards for the Business Card binder

EDUCATIONAL EVENTS:

- Business Fair- new strategy for 2025
- Networking party (ies); business topics- acceptable payments, how to cut costs
- Networking Night- provide resources on marketing tools, website builders, Canva, & intro to AI
 1. Ryan will contact Caroline Tremblay for her input
 2. Isaac will present on Google Docs, spreadsheets, etc. at the Library

NEXT MEETING: Jan 6, 2025 7pm

ADJOURNMENT: **Tom made a motion to adjourn with a second by Skip; all voted in favor (7-0-0)**

Meeting adjourned 8:00 pm

Minutes taken by Marion Wheeler