

FITZWILLIAM ECONOMIC DEVELOPMENT COMMITTEE- Jan 6, 2025

Members Present: Beth Lorenz, Skip Hagstrom, Ryan Cashman, Karen Beitler, Isaac Morse, Jason Newcomb, Stephanie Faulkner & Tom Rothermel

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

Guests: Barbara Young, Lauri Lafond, Jason Drew, Josh Joslyn, John Fitzwilliam, Bill Davis, Jon Pratt, Carole Beckwith, Susan Massin, Martin Nolan, Brandy Mitchell, Leonard DiSalvo, Jennie Pazzano, Barbara Brooks, Suzanne Gray & Cindi Beede

Chairman Beth Lorenz opened the meeting at 7pm and welcomed the guests. She stated the goal of this gathering was to share that the EDC is looking to support the various town boards, committees and organizations in their community events, to assist where needed, and to coordinate a calendar of events. Barbara Young, Planning Board member and Farmer's Market Coordinator, explained the calendar that is on the town website which lists all community events. The Newsletter has a link to that page and information is also on Facebook. The challenge is getting the community to see it and use it. More of the younger generation prefers their information in digital format. Beth Lorenz, EDC Chairman, shared information on the sign the EDC has been working on to attract out of town people and locals to attend our community events. While the details are being finalized, perhaps the DPW solar sign can also be used to highlight those events. Barbara Brooks, representing the Fitzwilliam Community Church, suggested workshops on digital marketing. Ms. Lorenz stated that the EDC is working on that. Jennie Pazzano, Farmer's Market Committee member, sees the need to bring both the older and younger age groups to the same events.

Cindi Beede, Library Director, stated she uses a multitude of platforms to advertise the Library's events. Those include Facebook, Instagram, Keene Sentinel, Fitzwilliam Newsletter, sandwich boards, emails and contact through Emerson School. Tom Rothermel, Fitzwilliam Selectman, suggested maybe a Facebook page and Bill Davis, Historic District Commission and Budget Committee member, recommended a Newsletter insert of a different color. Leonard DiSalvo, Police Chief, shared that a lot of effort needs to be put forth, such as creating a database and capturing contact information.

Karen Beitler, EDC member and Historical Society member, would like to see Middle and High School students involved in the various town events. They may need to complete community service and this would be a great avenue for that. Carole Beckwith, Common Committee Chairman and Welcome Wagon volunteer, explained the duties and responsibilities of the Common Committee. These include maintenance of the fountain and replacing trees. She works alongside Kerry O'Neill in welcoming new residents to town. Perhaps a picnic on the Common for the newcomers could be planned.

Minutes: none approved

NEXT MEETING: Feb 3, 2025 7pm Town Hall

ADJOURNMENT: **Skip Hagstrom made a motion to adjourn with a second by Ryan Cashman; all voted in favor (8-0-0)**

Meeting adjourned 8:00 pm

Minutes taken by Marion Wheeler