

FITZWILLIAM ECONOMIC DEVELOPMENT COMMITTEE- Feb 3, 2025

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

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

Guests: Barbara Young

Minutes: Skip made a motion to accept the minutes of Dec 2, 2024 and Jan 6, 2025 with a second by Karen. All voted in favor (7-0-0).

January Meeting feedback: Barbara Young shared that the January meeting, for her, led to the creation of a webpage for the calendar. By clicking on the event, details of the event will be shown. There will be a link for this page on Facebook and in the Newsletter. There is the possibility of having space on this page for business advertisements. Beth informed the group that there will be a class on "how to use social media effectively" on Monday March 31, 2025 at 6:30pm at the Library, open to all and presented by Caroline Tremblay. This was a point brought up at the January meeting. Also in the works is an educational night on all the Google functions. Isaac will be the presenter and Karen will coordinate the date and location. Ryan will help with marketing. The outcome of the January meeting was

- 1) The town departments got together
- 2) A webpage for the calendar of events was created
- 3) Two educational events will be scheduled

TOWN SIGN: *Karen Beitler*

- Make this a 2025 goal to complete?
- Still need a location; Route 12 North was brought up by Tom thinking just the sign with no other distractions for the driver, such as intersections.
- Purpose: to inform town residents and advertise town events.
- Need specifics: size, cost, what it looks like, two sided?
- Zoning: need more info
- Town Meeting: need a mock up for presentation. Beth will check with Kerry
- Cost: current balance is \$6500 with \$5000 more on the warrant for town voting. Beth will work on getting more precise costs.

New Business: Farmer's Market- if they have a town budget, all monies expensed and attained would need to go through the general fund. The Budget Committee felt the best way to address this was to have funds in the EDC budget available to the Farmer's Market earmarked for advertising. **Beth made a motion to accept this ruling with a second by Skip. All voted in favor (7-0-0)**

NEXT MEETING: Mar 3, 2025 7pm

ADJOURMENT: **Beth made a motion to adjourn with a second by Ryan; all voted in favor (7-0-0)**

Meeting adjourned 8:00 pm

Minutes taken by Marion Wheeler