

Economic Committee

March 22, 2021

7 pm via Zoom

Present: Beth Lorenz, Suzanne Gray, Skip Hagstrom, Steve Reinhart, Chelley Tighe & Jim Millar

Absent:

Guests: Ken Abbott, Darryl Meattey, Dan Sheerer, Julie Pierson, Jeff Colby, Mike Piquette, Phillip Dunn, Ian Ferguson, Nathalie Pelletier & Danielle Jacques

Minutes: Feb 8, 2020 approved 6-0-0

Prior to the meeting being opened, Danielle Jacques expressed her concern with her family business and the zoning issues they are facing. Beth indicated that this evening's agenda was full but she would reach out to her personally.

Economic Committee: Suzanne opened the meeting at 7:01pm and welcomed all the guests, also asking if anyone objected to the meeting being recorded. There were no objections. She summarized last month's meeting where there has been much concern with hiring challenges. Feedback from Fitzwilliam businesses is that there are struggles to find good employees.

Suzanne introduced Jeff Colby, Senior Account Representative from Indeed.com, which is a search engine similar to Google, focusing on employers and job seekers. Mr. Colby shared his role, working with clients in all different industries in the US. He explained the website and how to navigate through it from both the employer's side as well as the prospective employee's point of view. He mentioned the associated costs to the employer along with the reviews that employees can provide about certain businesses, both positive and negative.

Beth then introduced Julie Pierson, Regional Director of Masiello Employment Services. Ms. Pierson explained the services she provides to area businesses in their search for employees and highlighted how Masiello is different and unique from some of the other area employment agencies. Ken Abbott asked if an employer is required to have an exclusive agreement with Masiello and Ms. Pierson responded that they do not, it's all about competition and they work with multiple agencies. She suggested that businesses need to make it easy for the prospective employee to reach you and that the application process should be quick and easy. Masiello uses social media, LinkedIn, area colleges, town offices, chambers of commerce, NH unemployment, and very rarely the newspapers to seek out potential employee candidates. In closing, Ms. Pierson shared that she is available if anyone has more questions or needs additional information.

Skip expressed his interest in going before the Planning Board to explain what the Economic Committee's role is and how important it is that the town's residents and businesses know what that is. Steve made a motion with Suzanne seconding to give authorization to Skip to bring this to the Planning Board. All voted in favor 6-0-0.

Agenda for next meeting: Recruiting through social media.

Next meeting: April 12, 2021 7 pm

Meeting adjourned at 8:47 pm.

Minutes taken by Marion Wheeler