

Economic Committee

April 12, 2021
7 pm via Zoom

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

Absent: Chelley Tighe

Guests:

Minutes: March 22, 2021 approved 5-0-0 with one correction.

Economic Committee: Beth opened the meeting at 7:05 pm and stated that she did not have any luck in finding an available social media guest, but will keep trying for a future meeting.

Fitzwilliam Business Brochure: It was noted that the printed version, being 2019, was outdated. Beth stated the digital version was even more outdated and was not in an easy to find location on the town's website. She asked how it is to be updated and Steve responded that in the past, he called many of the businesses but did not get many responses. He also indicated that the business directory needs to be in a prominent place on the home page. Suzanne shared the new town website with the members. Members looked it over trying to find the best location and it was determined that it should be under the heading "ABOUT". Beth asked how businesses get added. Suzanne answered that it is advertised in the Newsletter. Steve will post on the FB community page and Marion will update the printed version in the hopes we can work with Connie Porter to get the updates done. Beth will contact Debbie Favreau about the budget to see what funds are available. Suzanne will talk with Lori Nolan, Land Use, about being notified of any new business coming to town. Members agreed to divide up the list of businesses in the brochure and contact them for updates. Beth will email the tasks for each member. Steve volunteered to contact all the new businesses.

Next meeting: Skip would like the new businesses to be informed of the rules of the town. Suzanne shared that Lori Nolan is working on that to explain all the processes, Beth suggested a 2-minute blurb on all types of criteria for businesses at our meetings, perhaps every other month. Suzanne stated it is very complex, as every business situation is different, but it is worth the try. Beth stated she is still working on the social media guest. Jim stated he was not very successful on FB. Steve indicated we need someone who knows all of the social media platforms, such as FB, Instagram, Tik-Tok, etc. which would help our businesses to strategize and know what the algorithms are for your specific pages. Suzanne suggested that each member invite the social media person from their business to attend our next meeting.

Skip would like to invite the Planning Board to attend a meeting, possibly in June. Beth agreed but Suzanne shared that they might be hesitant to answer specific questions; they must be general in nature. Also, they will need to post the meeting and have a minute taker available. She suggested having only 2 members of the board attend. Skip agreed to make it more unofficial and the 2 members could bring the information back to the remainder of the board.

Skip made a motion with Suzanne seconding to adjourn the meeting. All voted in favor 5-0-0.

Agenda for next meeting: Recruiting through social media.

Next meeting: May 10, 2021 7 pm

Meeting adjourned at 8:29 pm.

Minutes taken by Marion Wheeler