

## **Fitzwilliam Economic Committee**

Apr 3, 2017: lower meeting room of the Town Hall

Meeting began at 7 pm.

**The goals of the Economic Committee:** to get businesses together to network and pool resources, build relationships among business owners, promote new members, and to revitalize Fitzwilliam.

**In attendance:** Adrianna Stefanco, Chelley Tighe, Clare Rose-Howard, Steve Reinhart, and Suzanne Gray

**Absent:** Bradley Miller, Mary Belle Isle, and Skip Hagstrom.

**Business Directory:** All agreed that in order for the Business Brochure to have the most effect, it should be available for tourists and visitors by Memorial Day. It was decided that April 15<sup>th</sup> be the deadline for accepting new information or updating existing information. Clare offered to put that out on social media in the hopes business owners would respond and ask to be included. The committee talked about adding more categories. Right now, there is "Dining and Lodging" and "Goods and Services". Some suggestions included Retail, Agriculture, Antiques, Professional Services, and Artisans. Depending on how many businesses fall into these categories, will be the deciding factor in including them. There should be a fair number below each heading.

**CCC Event:** This next event is scheduled for May 8, 2017, beginning at 7pm. It will be a dessert potluck social with the theme being "The Art of Networking". Suzanne has done the required paperwork to secure the lower meeting room of the Town Hall for this event. The sandwich board will need to be located and Steve as offered to call on Skip, as he may have it. It will need to be displayed with the proper wording by April 24<sup>th</sup>. What desserts each member should bring will be discussed at the May meeting. Chelley discussed the postcards that were talked about at the last meeting. There was a little confusion about their purpose. It was clarified that they could be generic in design with a sticker being affixed that advertised the next event. These could be used long term with just the event details being changed. She said Coni Porter would help with the design and maybe even the printing. Suzanne, as promised at the last meeting, would provide networking tips to the attendees. She will speak on networking basics and the "do's" of proper networking. Brad was tasked with the "don'ts". Perhaps the members could do some roleplaying with a script or perhaps, engage the audience in this. She would end her presentation with ways to "follow up" with your business relationships. She shared a book, written by a colleague, that she would like to award to one lucky guest. The author of this book, Andrew Winig, also presents webinars on networking and skill building ideas. These webinars could be a topic for future events.

**Peterborough Chamber of Commerce:** Suzanne shared that Chris Holman graciously purchased a membership to the Chamber for the Ec Comm members.

**Sign Policy:** To be discussed at the next meeting in May.

**Approved Minutes:** of March 6, 2017

Meeting adjourned at 9:00 pm

Next meeting: April 24, 2017

*Minutes taken by Marion Wheeler*

