

## **Fitzwilliam Economic Committee**

April 2, 2018: Fitzwilliam Town Hall

Meeting called to order by Adrianna at 7:05 pm.

### **The goals of the Economic Committee:**

It is the mission of the Fitzwilliam Economic Committee to enhance the vitality of the local economy by attracting new businesses, supporting existing businesses and attracting complementary commerce. We seek to build community by strengthening relationships while preserving the rural character of the town.

**In attendance:** Adrianna Stefanko, Suzanne Gray, Chelley Tighe, Steve Reinhart

**Absent:** Skip Hagstrom, & Mary Belle Isle

**Guest:** Danielle Jacques; Caroline Tremblay; Matt Buonomano

**Minutes:** None approved

### **Meeting**

**CCC- Upcoming event May 21, 2018.** We plan to do a follow up on the February topic of improving communication to grow your business. Committee prefers Fitz library as a location. Suzanne will reach out to Kate to reserve room. We want to plan out the events for the full year. DiSC (Feb CCC); Probing/Question; Listening Skills; Closing Techniques; Follow Up; Referrals equal higher profits Caroline suggested we also cover setting proper expectations with clients.

Build on what we learned in February; creating clever client questions equals higher profits. Newsletter article needs to explain the series. Map it out in the Newsletter with dates, titles and recap the prior event, handout to build.

How to systematize the CCC events. Identify roles of who does what, build a template.

May 21, Asking Probing Questions, August 27<sup>th</sup>, "Listening Skills"; Nov 5<sup>th</sup>. "Closing Techniques" (needs to be renamed); then "Follow Up" and "Referrals".

The DiSC communication style learnings can be used to weave into each session at the beginning reinforcing the communication skills from that tool. Suggested initial overview of the four communication styles for 7 minutes. Caroline suggested folders for the documents from each CCC event with a stamp or stickers for the front of folder "Fitzwilliam Connects, Creates and Collaborates"

**Importance of asking probing questions** "Backwards Design" what are the things you need to know, then working backwards to what the essential questions should be. Caroline and Adrianna will look to see if they have sample questions and outline/template for "Backwards Design". Identify whether the question is an open ended or closed question. Participants each take one question and change the approach, if it's an open ended question make it a closed ended question.

**Adding another meeting each month.** Ec Comm has determined we need to meet more often to accomplish our goals. Agreed to meet the first and third Monday of the month on an ongoing basis. The meeting on Third Monday April 17<sup>th</sup>; location will be library.

**Troy Festivals Committee**-Adrianna wanted to learn more about how Troy organizes events. She spoke with Kathy Merrote, who said that this committee was born out of the Bicentennial Committee. They do the Scarecrow decoration Paul Center Rec Dept runs that. Historical Committee is a municipal committee that runs the flea market.

**Coordination with other Fitz Committees/groups** Committee discussed connecting with members of several different town committees in Fitzwilliam to coordinate town wide events, join forces so we can collaborate.. Each member of the Ec Comm will put together a list of organization groups within the town to discuss reaching out. Idea may be to meet once per quarter to review dates, events, how we may be able to assist other town events. Next meeting: Discuss what do we want to achieve; prioritize; who to reach out to first.

**Fitzwilliam Fantasy Faire (Fitz Faire).** Instagram page has been created. Facebook page has been created. Six months out. Consider putting on event brite to get the word out to people in the area (it's free so not to sell tickets). Need time to plan this more at the next Ec Comm meeting. Desin FB posts for vendors to put on FaceBook. As of now there are only nine vendor spots open, they are going quickly. Caroline will ask Coni Porter for help with the raffle card and tote bags.

Chelley could get the Monadnock Travel Council to post on [www.visitNH.com](http://www.visitNH.com)

Meeting adjourned at 8:40 pm. Next meeting is scheduled for April 16<sup>th</sup> 2018.

*Minutes taken by Suzanne Gray*