

## **Fitzwilliam Economic Committee**

July 10, 2017: Depot Train Station

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, Skip Hagstrom, & Brad Miller

**Absent:** Suzanne Gray, Clare Rose-Howard, Steve Reinhart, & Mary Belle Isle.

**Approved:** minutes of May 1, 2017. June was a discussion only (no Quorum).

**Business Brochure:** The brochure has been distributed in a few locations in and around town so far. Chelley will be attending the Monadnock Travel Council next week and will hand out some to other area innkeepers. She will also be providing them at the admission desk of the Antique Show this month and leave some at Fleur De Lis. Campers there come from all over the country and this may be of interest to their parents who come to Fitzwilliam to drop off and pick up their daughters. Skip will be at the Annual Car Show in September and make sure they are available for the car enthusiasts.

**Next CCC:** It was agreed that the next CCC be held in November. This would give the members more time to plan this event. November 13, 2017 is the agreed upon date with the event being held at the Depot Train Station. This would be a great opportunity to showcase this historical building to the public. Since the last event included desserts and was well received, the members present felt this could work again. Chelley will provide the coffee and members will bring desserts of their choice. A list will be generated for all other supplies needed. The idea of "advertising" came up and how to target your audience. Discussion blossomed from teaching how to advertise, low budget advertising to higher budget advertising, and also having the Facebook presence. One potential guest speaker could be Darryl Meattey from Surell. Adrianna and Skip will contact Darryl. Chelley volunteered herself and John Sepe, to highlight some of best practices of advertising on FB. Perhaps those attending could bring a non-perishable food item to help out our community. Adrianna will check with Kitty Doty from the Visiting Nurses to get assistance on how to address this. Chelley will continue to work on designing a thank you card to send to all those attending. It was also agreed that during the CCC event, it should be noted to all those in attendance of the date of the next CCC event. Skip mentioned more professional name tags should be provided.

**Processes needed to start up a business:** This is one of the goals the committee wants to focus on. Suzanne will work together with Sandra Gillis on this along with one or two members of the Ec Comm. We will be looking for some volunteers at our next meeting.

**Transition Plan:** Adrianna shared some of the new roles the members will be taking on with the departure of Suzanne. Brad shared that he also will be leaving the committee after the August meeting. He will be changing professions and returning to teaching. Everyone wished him well. He said he would be available for the November CCC if needed.

**Goals:** It was decided that the committee needs to be more transparent to the public. Adding some links to the website could take viewers to specific projects that are being worked on. An afterthought to

the business brochure was to put in a few lines about the Economic Committee. More of this will be on future agendas.

**Depot Train Station:** Members all agreed that this was a great location for the CCC events and for the monthly meetings. Adrianna will contact Warren Hall to see if it is available for the 1<sup>st</sup> Monday of each month. Sandwich signs could be used to advertise the monthly meeting in the hopes of attracting the public to participate.

**Tip of the Month:** Adrianna will be providing a tip of the month at each meeting. This could be used at the CCC events and in the daily practices of each business member. Tonight's tip: ***Don't forget to follow up.***

Meeting adjourned at 9:00 pm

Next meeting: August 7, 2017

*Minutes taken by Marion Wheeler*

