

## **Fitzwilliam Economic Committee**

June 18, 2018: Fitzwilliam Town Hall

### **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, Steve Reinhart & Caroline Tremblay

**Absent:** Chelley Tighe, Danielle Jacques, Skip Hagstrom & Mary Belle Isle

**Minutes:** April 2, 2018 & May 7, 2018 approved

**Past CCC event:** Discussion centered on making this event more social; perhaps combining it with the Faire "Meet & Greet". Suzanne suggested asking the BOS if we can have a business sponsor for a CCC event. The advertising needs to increase. Creating a FB event will continue and maybe a live video showing at testimonial of sorts. Concerning the combined CCC event and the vendor Meet & Greet, perhaps incorporate prizes; look to past attendees. Does Monday work the best? Perhaps a different day would bring in more participants; looking at Wed or Thu. Locations discussed were the Inn or Crossroads. Adrianna will check with Chelley and Caroline will contact Crossroads.

**Next CCC event:** Bring a friend, have an incentive, pre-register for the Meet & Greet" were some of the ideas discussed. Adrianna thought using the Yarn technique might be helpful, and Steve recommended a timekeeper. Caroline will put together the newly acquired sandwich boards and place them at the common and the depot. Adrianna will send emails, Steve will make the phone calls and Marion will create the FB event. The event will be in the newsletter and also will make sure it gets onto the calendar on the first page. Adrianna & Caroline will collaborate on crafting a blurb that will be in all the forms of the advertising to make the wording consistent. Caroline will also put together a logo that can be used for the posting that goes to the different locations throughout town. It was decided to keep Mon Aug 27th the date, as this was has already been promoted.

**FFF Update:** Ideas came up about having a handout advertising the Faire at the Concerts on the Common. Also utilizing the postcards with a custom sticker and have these available at the Inn and other local locations. Caroline shared that there are only 2 vendor spaces available and is still hoping for beverage vendor. She will be looking for sponsors to highlight the back of the map. Caroline will be having a paid insert in the August Newsletter. The tote bags have arrived! The cost was discussed and all agreed that \$10 would be the price.

**Master Plan:** Adrianna would like to show how the Ec Comm fits in with the Master Plan. She will coordinate with other town committees and organizations and invite them to participate in the CCC events. This would be a good way to use the **new business flow chart** and explain the processes.

Next meeting is scheduled for July 2, 2018

Meeting adjourned at 8:30 pm.

Minutes taken by *Marion Wheeler*

