

## **Fitzwilliam Economic Committee**

Mar 6, 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:** Bradley Miller, Chelley Tighe, Skip Hagstrom, Steve Reinhart, and Suzanne Gray

**Absent:** Adrianna Stefanco, Mary Belle Isle, and Clare Rose-Howard

**Guests:** Gus McLeavy and Laura Kelsey from Aard Books, and Jillian Miner of "Shop Local"

Gus and Laura introduced themselves and gave the committee some background on their move to Fitzwilliam and how Aard Books came about. They sell rare and out of print books mostly online, but by chance or appointment you can find them at 26 Upper Troy Rd.

Jillian Miner, who resides in Harrisville with her husband, is a Health and Wellness Coach and former Program Mgr. at Hannah Grimes. She came in this evening to provide information to the group on her internet franchise business called "Shop Local". This is an opportunity for the consumer to shop at participating local merchants and receive a cash back reward on their credit card purchases. For the merchant, it means you can build customer loyalty and generate a considerable amount of valuable exposure for your business. Steve wanted to know that her website, shopwithjillianminer.com, was secure, which she assured everyone that it was. Skip was concerned about a merchant going out of business before the consumer was awarded their cash back. Jillian explained that she carries insurance for this type of occurrence.

### **Old Business:**

**Mission Statement:** It was agreed that an extra meeting is needed to be dedicated solely for work on the mission statement. An email will be sent to all members asking if they prefer April 17<sup>th</sup> or April 24<sup>th</sup>.

**Town Meeting:** Instead of introducing the members, it was suggested that the town moderator have the committee members stand and have it be mentioned that if anyone wished to leave their contact information, they could meet up with one of the members present.

**Post Cards:** Chelley reported that Connie Porter will help with the artwork for the post cards. These will be used to send to the business community inviting them to our events.

### **New Business:**

**Next CCC event:** May 8<sup>th</sup> was the agreed upon date to hold the next CCC event. The location will be at the town hall and it will be a dessert social potluck beginning at 7pm. Chelley talked about a concept called "speed networking, whereas businesses partner up and negotiate discounts. Steve would like to see businesses dovetail with each other. After some discussion, the members decided to go with the theme of "The Art of Networking". Suzanne will begin the presentation and provide some handouts on networking tips.

**Monadnock Travel:** Skip happened upon this website and felt it could be tailored to Fitzwilliam. He provided a handout on “visiting the Monadnock Region” and asked the members to read it over and see how it could be used to promote Fitzwilliam.

**Chairperson:** Suzanne informed the group that she would be leaving and the May meeting would be her last. She did, however, mention that she would not be entirely out the picture but would be available for the committee’s assistance or consult.

**Approved Minutes:** from Feb 13, 2017

Meeting adjourned at 9:00 pm.

Next meeting is scheduled for April 3, 2017.

*Minutes taken by Marion Wheeler*