

## Economic Committee

**December 14, 2020**

**7 pm via Zoom**

**Present:** Skip Hagstrom, Steve Reinhart & Beth Lorenz

**Absent:** Suzanne Gray, Chelley Tighe, Adrianna Stefanko, Danielle Jacques & Mary Belle Isle

**Guests:** Ken Abbott, Darryl Meattey, & Mike Piquette,

**Minutes:** Oct 26, 2020 & Nov 23, 2020 approved

**Economic Committee:** Beth opened the meeting at 7:03pm and welcomed all the guests. She asked the members and guests to talk about their successes and challenges since the last meeting.

Steve shared that his challenge is not being able to be “hands on”, but he is looking forward to 2021.

Mike stated he is in consulting and new to town and the purpose for his joining is to meet people and to find out what is going on in town.

Skip said that Covid has been very good to his business. He briefly commented that their might be a purchase of the old liquor store building. He mentioned that it was a clean industry and unfortunately, he did not have any further information.

Ken confessed that he did not reach out to any members. He is doing okay and his sales are increasing very slowly. He has received some funding from NH grants which may allow him to hire a much needed machinist.

Darryl shared that he has added some new categories to his line and a new category is likely a new business. He feels strongly the economy will rebound once the virus is over.

Members talked about Google and Facebook ads. Skip stated that after 50 years in business, he still only advertises in the Fitzwilliam Newsletter and relies on referrals. Ken and Steve agreed that referrals can be beneficial but Darryl is skeptical about reviews. Steve added that people buy from people they trust and from the referrals. Beth stated she is looking for referrals; small business owners that may need financial advice. Steve shared that the greatest learning tool is what others have done.

In closing Beth asked members and guests to think about some new ideas for their business during this downtime and to invite 1 or 2 new people to bring to the next meeting. Steve would like to see what will benefit everyone and specifically asked Mike who his perfect client is, so that the committee may be able to help him.

**Next meeting:** January 11, 2021

Meeting adjourned at 8:03 pm.

*Minutes taken by Marion Wheeler*