

Economic Committee
September 28, 2020
7 pm via Zoom

Present: Suzanne Gray, Chelley Tighe, Skip Hagstrom & Steve Reinhart

Absent: Adrianna Stefanko, Danielle Jacques & Mary Belle Isle

Guests: Beth Lorenz

Minutes: none approved

Economic Committee: This meeting was dedicated to working on ideas to maintain and improve the Economic Committee. Suzanne stated there is no manpower to keep the committee afloat. The Fitzwilliam Fantasy Faire was supposed to have been a platform this year to recruit some new members, but with the pandemic, that had to be canceled as well as other potential events. The membership we do have is declining. Beth stated she understands that the committee supports the local businesses, but is unsure of its function. Steve answered that the function is to share and give referrals. Suzanne added that the committee supports existing business and encourages new business, but we can't do that unless we have people to participate. When Beth asked why members don't stay, Steve answered that there isn't enough benefit for them. Skip added that the events and the brochure do help to bring people to town. Skip commented that he often stops and introduces himself to new people in town. Chelley stated the most enjoyable, accessible, and relatable things, are the social things. Suzanne shared that we can only use social media to recruit members and that the benefits of a municipal group is that we have money to print the brochure and we are provided with the needed financial support. Steve would like the committee to be able to advertise and recruit freely using social media. If not, then the committee may need to disband. He also remarked that the newsletter article should be more of an ad instead of an article and that the messaging is important. The next step will be meeting with the board of selectman, for which Suzanne and Skip volunteered, and discuss the challenges we are facing and the need to utilize social media. After that, ads for the newsletter need to be worked on.

Next Meeting: October 26, 2020 7 pm via Zoom.

Meeting adjourned at 7:51 pm.

Minutes taken by Marion Wheeler