**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

Approved Meeting Minutes

Recorded by Janice Pack

July 12, 2017

**Members Present:** Paul Renaud, Kathleen Carpenter, Jack Moran, Norm Nickerson, Andre Wood

**Meeting Opened**: 5:01 PM

**The Minutes** of June 19, 2017 were reviewed. A few changes were made:

Line 15: Change “EDAC” to “Town”

Line 22: Change “extend” to “extent”

Line 25: Change “looking at site plan reviews” to “looking at the site plan review regulations”

A motion to accept the Minutes as amended was made by KCarpenter, and seconded by JMoran. All were in favor; motion passed.

**Web Presence**: Aaron Patt joined us to discuss what the EDAC is hoping to do on the website: Add economic development content to the site, and link business addresses and/or a business directory with website links. VTS (Virtual Towns and Schools, our website administrator) said that we could add an additional page or pages to our site at no cost if we are able to do all the necessary work. If we wanted to create a “break out” page, there would be a one-time cost of $1,500.

APatt said that one difference between the current website and the old one is that the current website has the ability to have unlimited pages with unlimited content linked to the town site. The intent was to move away from Catherine Shaw and APatt having to do all of the website updates, and instead share that responsibility with a few other key employees; one of which is this Committee’s recording clerk, Janice Pack. As far as doing a subsite, APatt reminded the Committee that the Library’s site is actually a subsite. The current site has a menu bar that you can drill down through. The Library’s page has its own domain name but links back to the town, and all of their content is on that front page. The old site was hard to use on a cell phone or tablet as it didn’t resize well. APatt mentioned that the downside is the need to click through repetitively, but suggested we add content to the current site and at some point, if we feel we are outgrowing it, we can put money in our budget to create a subsite like the Library’s.

APatt said he understood that EDAC wanted to add pages and content to the site, and he was all for that. APatt said that we are definitely able to add a calendar or event page. He wants a content and feature rich website that is easier to use; he wants it to be a hub for the municipal voice. He does want it to carry the identity of the town so when people come to town they can say ”Oh, this feels like Greenfield”. He has tried to incorporate a color scheme. AWood mentioned branding and tying things into the same domain name.

KCarpenter asked about getting an EDAC email address. APatt said that while VTS does not provide email addresses, the town has been thinking about moving to a greenfield-nh.gov email. We can use VTS’s contact page and create a way for residents to contact EDAC through the website. Since the town owns the domain name, AWood said that he can create the email addresses.

APatt asked where EDAC plays into the marketing of the town. JMoran said that when this Committee was started, the members tried to identify the town’s strengths. One of the first things that should come to mind when you hear “Greenfield” is Recreation. With our State Park and access to so many outdoor recreation activities, it is definitely a strength, despite the fact that we don’t have a current Recreation Committee. He hopes we can answer the question “Do I feel good about Greenfield?” To avoid becoming extinct, you must have a strong identity. We are at the end of the cycle where we are preserving the good that we do have. The idea that you can have a quintessential town with historic buildings turned into office space and a meeting space is key. We are just missing the piece that brings “this is how our quintessential town looks” into “this is what you do in this town”.

In all, APatt shared the excitement of the vision that EDAC has. PRenaud asked if we needed to wait for a website policy to be updated or permission, and APatt said that we can go ahead and move forward with his blessing.

**Other Business**

PRenaud said that Fairpoint’s deal with Consolidated did close last week, so we will ask them to come in to a meeting in the beginning as soon as one can be scheduled with them to talk about their plans for improving residential high-speed internet.

PRenaud received an email from Bev Pietlicki, Director of the Stephenson Memorial Library, regarding a presentation they are hosting for renewable energy. Revision Energy will be there on Wednesday, August 16th, at 6:30 pm and she has invited us to attend. PRenaud will plan to attend, and encouraged the other committee members to as well.

As far as the implementation of the Energy Chapter of the Master Plan, PRenaud feels that the task of leadership should not fall to EDAC. During his meeting with APatt, APatt said that should not fall to the Board of Selectmen either. KCarpenter will reach out to Adele Hale to see if she is interested in forming an Energy Committee.

**Spirit Article**

PRenaud really liked the article that JMoran wrote from KCarpenter’s outline, and the Committee reviewed it; making just a few changes. We will put it on the website, and submit for publication in the next edition of the Spirit.

Hearing no more business to discuss, KCarpenter moved to adjourn the meeting; PRenaud seconded and all were in favor.

**The meeting Adjourned at 6:30 PM.**