

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Approved Meeting Minutes

Recorded by Janice Pack

November 20, 2017

Members Present: Paul Renaud, Jack Moran, Kat Carpenter, Norm Nickerson, Andre Wood**Meeting Opened:** 7:00 PM

The Minutes of October 19, 2017 were reviewed. KCarpenter suggested the addition of "RCilley said..." before "Rymes" at the end of line 29. A motion to accept the Minutes as amended was made by KCarpenter, and seconded by JMoran. All were in favor; motion passed.

Mail:

A thank you card for JMoran from Ms. Morel

The Proposal from Brenda Parker for the Business Event

New Business:

PRenaud announced that we would be holding the December EDAC meeting as scheduled. The meeting will be Monday, December 18, 2017. It was noted that the meetings in January and February will need to be rescheduled as they fall on holidays, and this will be done at the next meeting.

Business Event Coordinator/Planner:

The Committee discussed the proposal from BParker. Her proposal includes reaching out to residents who may have their business outside Greenfield, as well as Greenfield businesses. She proposes doing a directory with a biography of each business; JMoran suggested a byline rather than a biography. She has given a flat rate, and KCarpenter suggests that we take advantage of that. JMoran feels confident that we will find many more important things for her to spend her time on. The Committee agrees that it should be the Business owner's name and contact information, with one or two sentences describing their business. KCarpenter suggested we strike the requirement of having an on-line presence in Greenfield, as it would be limiting, and all agreed.

Regarding compiling a business directory, using the information in **THE SPIRIT** would be a good starting point. The Business to Business Meetings suggestion of having monthly meetings sparked discussion of our original intent: that we get the businesses together BEFORE the actual event for networking. However, JMoran was concerned that her suggestion of having a presenter and larger discussions might actually be detrimental.

In the Trade Show portion of the proposal, JMoran was concerned that it didn't include the guest speaker that we had talked about before. The location was discussed, and it was felt that we could hold the preliminary events right here for free rather than paying for a venue. KCarpenter also added that we need a feedback form or survey so that EDAC would know what they can do better, and what the local businesses are looking for.

There was some discussion on how to gauge the interest level, and the "Pre-Meetings", and KCarpenter wondered if we could have her do articles for **THE SPIRIT** and the **LEDGER-TRANSCRIPT**. The fee for the business to participate was discussed, and it was decided to set the fee at \$10. BParker's fee was also discussed, and the Committee balked at paying 100% up front.

7:40 BParker joined the EDAC Meeting

PRenaud shared that we had discussed the proposal, and that we did not want to limit the attendance. If the business – or the business owner – was in Greenfield, we wanted to include them.

The Committee shared that we wanted a business byline, not a biography, for participating businesses.

PRenaud said that we would like her assistance in verifying and editing businesses to be sure they were viable.

PRenaud told BParker that the Business to Business Meetings leading up to the trade show could be monthly 15 to 20-minute gatherings, held here on our regular meeting nights from 6:30 to 7:00 with light refreshments, but no guest speakers would be necessary. This would give us an indication of the interest for our trade show. PRenaud said that we would supply the snacks from our budget, and this was discussed further. The Committee authorized BParker to spend \$50 per meeting for snacks for the 3 preliminary meetings. KCarpenter brought up the article we'd like her to do for **THE SPIRIT** (deadlines January 1st and March 1st) and **THE LEDGER-TRANSCRIPT**, and the posters BParker had proposed for advertising the event.

At the Trade Show, PRenaud suggested having someone from Consolidated Communications (Fairpoint) to come in and speak, or someone from the government or Small Business Service who would speak for free. The feedback survey was brought up, as this can be a valuable tool for the EDAC.

Regarding BParker's fees, the EDAC authorized an additional \$250 for the Trade Show for food and beverages. The primary fee for labor of \$1,000 was discussed, and agreed upon, with 50% to be paid up front and the balance upon completion. KCarpenter reminded all that we also want to reach out to the young adults who need community service hours to help as well.

A budget was discussed for advertising and printing posters. The option of setting additional funds aside to host another program in the fall was discussed. PRenaud will speak to Aaron Patt, and adjust the budget accordingly. He will move forward with the contract after getting approval from the Select Board. BParker will join us at the December meeting to sign the contract.

Old Business

The legal opinion on the Rymes property was there was no way that the town would get an exemption in advance if they don't own the property. Rymes would need to apply for the variance first. Another option would be for the town to buy the property outright. There is also the easement required, but the easement requires a term of 10 years. The town would have to figure out what kind of tax abatement they would get, which would need to be okayed by the state. The fourth option is to amend the zoning ordinance for the business district; go down from ½ acre lot size to ¼ acre. Since 3 of these scenarios require a decision from the Planning Board, the 3 Planning Board members would need to recuse themselves. That leaves NNickerson and JMoran to decide, or perhaps the Select Board should make the decision instead. Right now, there is no clear plan on what we need or want to do to beautify this piece of land.

Having covered the items on the agenda, KCarpenter moved to adjourn the meeting; JMoran seconded and all were in favor.

The meeting adjourned at 9:06 PM.