

**Economic Development Committee
Meeting Minutes of September 1, 2016**

Call to Order: The Chairman called the meeting to order at 8:00 a.m. in Room 105 of Town Hall.

In Attendance: Chairman Barbieri, Robert Warburton, Kate Lamontagne, Susan Russo, David Thorn and Lisa Zais. Also present were Town Administrator Jeff Ritter, Technology Director Chris Meo and Economic Development Director/Town Planner Karen Sherman.

Approval of Minutes: On a motion by Mr. Thorn, seconded by Mrs. Zais, the draft minutes of August 4, 2016 were approved as written.

Community Video: Bruce Gilfoy, Interim HCAT Director was present to review progress made on the composite community video and testimonials (<https://drive.google.com/open?id=0B4wTjilolNPjaWpXOW81dk44bE0>). He noted that the latest version of the video is three and a half minutes. Members noted points to emphasize in editing including additional discussion of Downtown, small business opportunities, and Board of Selectmen message and will provide Bruce with additional comments upon further review.

Web Site Development: Members reviewed the second draft of the website as prepared by Penta Communications (<http://df2.26f.myftpupload.com/>). Suggestions were made on some of the labels and contents, including Recent News, Upper Charles Trail under Open Space and Recreation and the addition of video testimonials. Information on Downtown will be added. The suggestion that links to Holliston Heartbeat archives was made. On the Meet the EDC section, composition will be clarified as well as a welcome message and link to the Town calendar.

Members discussed a rollout in mid-October. Mrs. Zais will follow-up on a location, date, and menu. Members discussed a 5 ó 6:30 p.m. timeframe. The Chairman will solicit a sponsor.

General Business: The Chairman also noted a booth available at Celebrate Holliston on Saturday, September 17th from 9 ó 3 and will distribute a sign-up sheet.

Adjournment: the meeting adjourned at 8:55 a.m. on a motion made a duly seconded. The next meeting was scheduled for October 6th.

Respectfully submitted:

Karen Sherman
Economic Development Director/Town Planner