

Economic Development Committee
Meeting Minutes of January 7, 2016

Present: Chairman Peter Barbieri, Kate Lamontagne, Susan Russo, David Thorn, Bob Warburton, Lisa Zais and. Also present were Town Administrator Jeff Ritter, Superintendent of Schools Brad Jackson, Technology Director Chris Meo, and Town Planner Karen Sherman.

Call to Order: The Chairman called the regular meeting to order at 8:00 a.m. in Room 105 of Town Hall, 703 Washington Street.

- 1) Minutes of December 3, 2015 ó The draft minutes were approved as written on a motion by Bob Warburton, seconded by Susan Russo.
- 2) Website ó Chris Meo presented information on website development including potential outside hosts and developers. Penta Communications of Westborough will be attendance at the February meeting at 8:30 a.m. and will share their municipal experience. Susan Russo provided Chris with an additional contact and he agreed to follow-up. Chris noted that both the Police and Fire Departments utilize Go Daddy to host their external websites. Their site development costs would be approximately \$1,500.
- 3) Promotional Video ó Jeff Ritter noted that the sub-committee is set to meet January 19th.
- 4) Business Reception ó Members discussed planning a reception for Summer 2016 to coincide with a roll-out of the website and community video. It was agreed that some press or social media information on committee activities should occur when more information is available on website and video development.
- 5) Budget Review ó The Chairman provided a FY17 budget proposal, incorporating a cost for web page development and hosting as well as staff time, Chamber of Commerce membership, and office supplies. The proposal follows the Finance Committee guideline with regard to staff increases (2%) but is not in keeping with the overall 1.5% increase suggested. Bob Warburton made a motion to approve the proposal as amended through discussion, increasing the Professional Services item to \$500 for a total request of \$16,755. Ms. Sherman will research additional professional development opportunities as well as Milford Chamber membership.
- 6) Other business ó Jeff Ritter updated the members on meeting with the Mass. Office of Business Development staff, noting that Peter Milano, Senior Director of Business Development is willing to attend the February meeting. The Chairman suggested setting an 8 a.m. appointment, before website development discussion. Mr. Ritter also distributed several copies of a Small Business Administration publication entitled "Resource Guide for Small Business". The Chairman asked if 495 Metrowest Partnership materials and event announcements could be shared with the group. Brad Jackson noted that he would like to change the paradigm and have the School Department be a resource to the community and business leaders. He suggested a focus on quality of life issues on the website with a link to the School Department site as well as his bi-annual Superintendent Report. Jeff Ritter added that given the level of participation at the New Year's Eve event on the Upper Charles Trail, that resource should be highlighted as an "economic engine" for the community.

Adjournment ó On motion duly made and seconded the meeting was adjourned at 8:50 a.m. the next meeting was set for February 4, 2016 at 8:00 a.m.

Respectfully submitted,

Karen L. Sherman, Town Planner