

**Economic Development Committee
Meeting Minutes of February 4, 2016**

Present: Chairman Peter Barbieri, Kate Lamontagne, Susan Russo, David Thorn, Bob Warburton, and Lisa Zais. 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 January 7, 2016** – The draft minutes were approved as written on a motion by Bob Warburton, seconded by Susan Russo.
- 2) **Mass. Office of Business Development** - Peter Milano, Senior Director of Business Development was in attendance. He provided an overview of the agency's missions and noted that a network of quasi-public agencies such as MassDevelopment, Mass Growth Capital Corp, Mass Ventures, and MassEcon provide more direct services to businesses, including marketing. He noted that the Commonwealth does not have any lending programs but rather tax incentive programs such as Research & Development Tax Credit and Investment Tax Credit.
- 3) **Website Development** - Debra and Lydia, Owner and Director of Operations at Penta Communications of Westborough (www.pentamarketing.com) were in attendance and shared their municipal experience, noting work in Westborough, Southborough and Holden. Integration of social media, built-in training, monthly analytics, and "per use" maintenance were identified as unique in their approach. Chris Meo agreed to follow-up with both Penta Communications and Avenir Solutions for a quote to discuss in March. Members agreed to review those websites and provide ideas for use in Holliston's site development.
- 4) **Community Video** – Jeff Ritter provided an update on the video, noting that HCAT staff will be providing a storyboard for a meeting in March and working on a timeline for completion.
- 5) **Business Reception** – Lisa Zais circulated a potential menu and a link to the Anthon's on the Green. She also noted that Jasper Hill Café on Washington Street may be able to host an event.
- 6) **Staff Work Items** – Members reviewed stationery. Ms. Sherman indicated that an outline of a local permitting guide should be available for the next meeting.

Adjournment – On motion duly made and seconded the meeting was adjourned at 9:02 a.m. The next meeting was set for March 3, 2016 at 8:00 a.m.

Respectfully submitted,

Karen L. Sherman, Town Planner

Approved: DRAFT *APPROVED 3-1-16*