

Economic Development Committee

15 June 23 – Meeting Minutes

Time: 12:00pm – 1:04pm

Attendees:

Glenn Brown
John Drohan
Chinmaya Gogineni
Patrick Hafford
Viktoria Anshu
David Thorn

Also in attendance and participating:

Beth Reynolds - Ashland EDC Coordinator

Tina Hein – Select Board Liason

Discussion

Meeting opened with John Drohan calling meeting to order and reading the state required Zoom meeting disclosure. Next was the motion to approve the minutes from the 18 May meeting. Motion passed.

First half of the meeting was in depth discussion with Beth Reynolds the EDC coordinator and director in Ashland. She discussed her position and provided history of how it came to be. She gave us tremendous feedback on the evolution of her position and some substantial examples of the value of having a full time person dedicated to a town's economic development. Some of the highlights were:

- She is fully funded through the Ashland meals tax
- In the beginning she first created a comprehensive list
- Has great working relationship with the other key town employees
- She is the primary liaison for businesses who want to move to Ashland
- She started "The Corner Spot" which is a pop up shop for businesses to do business on a periodic basis.
- Has an assistant who manages the social media connection which she feels is the primary means of communication along with a newsletter
- The EDC committee of Ashland serves as an advisory group for her
- The Ashland industrial space is all full

Next we discussed the business outreach program and finalized the assignments of each member as to which sector of the town they will be covering down on to connect with the existing businesses. John said that he would research the existing businesses and provide a starter list of the different businesses in the given sectors. Said he would have this before the

next meeting. We reviewed the highlights of the script as to what the connection would look like. We agreed that each business may be different in the Initial meeting and that an email or card would be appropriate prior to calling or visiting.

Lastly we welcomed Alexander Ferro who is interested in joining the board. He provided us a quick background summary as well as why he feels that he would be a good fit for our board and his desire to become in helping the business community.

Meeting adjourned at 1:04pm