

Economic Development Committee
Meeting Minutes of June 9, 2016

Present: Chairman Peter Barbieri, Susan Russo, David Thorn, and Bob Warburton and Kate Lamontagne. Lisa Zais was absent. Also present were Town Administrator Jeff Ritter, 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) **Community Video** ó Mr. Ritter provided an update on the video development and Mr. Meo showed the members the second storyboard provided by HCAT staffer Bruce Gilfoy on May 31st. Members once again commented that the video should be more business rather than quality of life oriented but agreed that positive progress has been made. It was suggested that information be provided on the Upper Charles Trail and that the 8-Arch Bridge should be featured as it has made the "must see" list in the Commonwealth. Statistics on industrial space, maps (both local and regional), and actual interview clips will be inserted.
- 2) **Website Development** ó Penta Marketing provided the Committee with three potential website design formats and numerous logos. Members agreed to review the materials and share their preferences for the next meeting. Some discussion of website content followed, including linking to regional and state resources as well as things like the new ClearGov program authorized at the annual Town Meeting and links to local organizations. The Chairman noted that he had recently reviewed the Littleton website and suggested that members continue to review other communities for formatting and good ideas.
- 3) **General Business** ó The Chairman noted that the Committee should plan on having a booth at Celebrate Holliston on September 17th. Members discussed conducting a business survey and compiling a comprehensive list of businesses as a summer project. Messrs. Barbieri and Thorn as well as Mrs. Russo and Ms. Sherman attended a recent Metrowest Chamber of Commerce event and provided the others with a summary of the regional economic development forum. On a motion by Mr. Thorn, seconded by Mr. Warburton, the members unanimously appointed Ms. Sherman as Economic Development Director in addition to her role as Town Planner.
- 4) **Minutes of May 5, 2016** ó The draft minutes were approved as written on a motion by Bob Warburton, seconded by David Thorn with the vote as follows: 3 ó aye and 1 ó abstain (Mrs. Lamontagne was absent).

Adjournment ó On motion duly made and seconded the meeting was adjourned at 8:50 a.m. The next meeting was set for July 7, 2016 at 8:00 a.m.

Respectfully submitted,

Karen L. Sherman, Town Planner
Approved 8-4