

## The Basics

Note-Taker's Name: Abigail Halal (Member and Secretary)

Organization Name: Economic Development Committee

Date, Time and Location: 2/12/2024, 7 PM – 8 PM, Starbard Building 1204 Main Street, Holden 01520

Meeting Participants: Cynthia Klocek (Chair), Abigail Halal (Secretary), Andrea Figueroa (Member), David Shea (Member), Bruce (Town Resident), David George (Town Planner)

Meeting Purpose/Agenda (Requested from Chair in advance.):

- A. Welcome Back
  - a. This is the first meeting of the new year.
- B. Quick Review of Open Meeting Law Guide
  - a. All members were emailed a copy to review prior to the meeting.
  - b. We want the committee to be on the same page regarding the law guide and all policies.
  - c. Our meetings are public and occur monthly and we try to keep our meetings efficient and limited to one hour.
- C. Review of 2023 Holidays in Holden
  - a. Review of EDC Responsibilities.
    - i. Feedback: Holden Recreation Department felt they could have used some manpower at the actual event. This is something we will address and discuss in 2024. We feel we can mutually help each other, whether we volunteer ourselves or offer to find volunteers.
    - ii. EDC Responsibilities: Sponsorship Event, Communication with the Sponsors, Coloring Contest (as the contest occurs in business locations), Friday Night Jingle and Mingle, Décor Contest, Signage, Banner, Marketing, Bus Schedule
      1. Who is managing the budget? How will the EDC have access to funds? This is to be determined and discussed with the Recreation Department as the event approaches.
- D. Begin Discussion of 2024 Sponsor Event (Late May/Early June)
  - a. The last Sponsorship Event was Monday, June 12<sup>th</sup> 2023.
  - b. Tentatively Schedule the Sponsorship Event on Monday, June 10<sup>th</sup> 2024... We may cancel the EDC Meeting scheduled for that evening and take minutes/notes while at the actual event.
- E. Holden Businesses Monthly Newsletter by EDC
  - a. This is a great way to highlight and communicate with local businesses.
  - b. The newsletter would be for the general public.
  - c. The EDC would like to push for and prioritize separate social media accounts, specifically a Facebook page and Instagram handle. It would be great to dovetail all of these mediums (newsletter and social media) as we essentially want to find a way to help and support business year round and show them consistent support by sharing their businesses.
  - d. Create a list of all businesses in the town and ask how they like to receive information from the EDC (email, call, text, mail, or follow along on social media).
- F. Year Ahead and EDC Goals Discussion
  - a. Social Media
  - b. Personal Relationships with the Business... We want the EDC to be a well-known committee in the town amongst businesses so we can continue to establish trust.
  - c. Share and communicate any to all updates about local businesses.
  - d. Continue planning special events that support small business: Halloween, Small Business Saturday, Holidays in Holden
    - i. Are there more events we can do year-round?
- G. David Geoge – Town Planner

- a. David will be a point person on behalf of the town to order limited support specifically regarding business outreach and business retention.
- b. Economic Development
- c. Ongoing projects include: open space preservation, updates to the zoning bylaw, work with developers for different types of projects, implementing the master plan, cite developments, Adams Road redevelopment, etc.
- d. Jefferson Village – Overlay Zoning District Bylaw
  - i. The EDC supports this project in theory as it will bring more business opportunity but we are interested to learn more as time and the project progresses.

Summaries of Reports and Announcements:

N/A

Additional Topics Discussed:

- A. Keep new members for the EDC in mind.

Next Month:

- Review of the Annual Report for the Town
- Discuss Plans for the Sponsorship Event
- Review of Contacted Businesses
- Review of Sample Newsletter (Meet the EDC/Faces of the EDC)

**Summary**

Decisions made:

- Tentatively Scheduled the Sponsorship Event on Monday, June 10<sup>th</sup> 2024

Alternative actions/options discussed:

- EDC Social Media Accounts

Follow-up items, including agreed-on roles and responsibilities:

- David will share the EDC's formal request for social media sites with the town.
- Cynthia will share a complete list of businesses and distribute to EDC members.
- Abigail will create a sample newsletter to share at the next meeting.