

DRAFT MINUTES

Exeter Economic Development Commission Business Retention & Expansion Subcommittee

3/22/12

The subcommittee meeting was called to order by Madeleine Hamel at 8:32 AM at the Town Offices in the Nowak Room. Members present were Madeleine Hamel, Julie Gilman, Doug Eastman, and Kathy Corson. Guests present were Sylvia von Aulock and Jason Brown.

Ms. Gilman made a motion to approve last meeting's minutes and Ms. Corson seconded. Draft minutes for the March 8, 2012 meeting were approved, all voting in favor.

Discussion began on the topic of the Business Community Outreach Project. Ms. Corson proposed that Cobham be added to the initial mailing list as they have already been introduced to the ER Zone, which all members were in favor of and therefore Cobham will be added to the list. It was proposed that Mr. Brown handle putting the mail out together and sending them out by March 29th, which the members felt was appropriate. The discussion then moved to whose name should be signed at the bottom of each letter. There was discussion on whether it should be Ms. Davis, who would be attending most of the outreach meetings, or Ms. Hamel, the chair of the subcommittee. The subcommittee decided that since Ms. Davis was most likely to be attending each outreach meeting that her name would be included at the bottom of the letter. Ms. Hamel stated that since the full commission approved the letter as is, she would contact the Barry and Christine regarding the proposed change.

Discussion then shifted to the topic of the ER Zone Outreach Plan and whether it should be conducted in tandem with the Business Community Outreach Project or afterward. Ms. Corson felt that the subcommittee's members should be focused on one project at a time so that it does not become overstretched and because Ms. von Aulock would be giving her ER Zone presentation at the upcoming Chamber forum. Other members felt that the projects should both go forward at the same time. It was decided that the issue will be addressed at a later date.

The discussion then shifted back to the Business Community Outreach Project. Ms. Davis will take subcommittee members on outreach meetings in order to provide training and then subcommittee members will be slated to meet with businesses themselves. The issue of pictures on the leave behind materials was brought up and Ms. Gilman offered to provide new photos that would better suit the use of the materials. Ms. Hamel then brought up the issue of business cards to provide to the businesses at the outreach meetings. The options of having EEDC business cards made and using the town manager's business cards were discussed and it was decided that using the town manager's business cards would be the best option. Members would be able to include their contact information on the back of the card and this would avoid the need to print new cards. It was also brought up that the Branding and Marketing Subcommittee should start working on a tabletop poster for any forums or events where the EEDC will have a table.

The subcommittee then decided that at their next meeting they would set up times to attempt to meet with the targeted businesses, finalize the list of who will be meeting with each business, and decide who will be making the follow up phone call to each business.

The next proposed meeting date is April 3rd, 8:30 AM.

With no further business or announcements the meeting was adjourned at 9:30 AM.

Respectfully Submitted,

Jason Brown
Exeter Economic Development Commission Intern