

APPROVED MINUTES

**Exeter Economic Development Commission
Business Retention & Expansion Subcommittee**

4/3/12

The subcommittee meeting was called to order by Madeleine Hamel at 8:32 AM at the Town Offices in the Wheelwright Room. Members present were Madeleine Hamel, Julie Gilman, Doug Eastman, Christine Davis, and Kathy Corson. Guest present was Jason Brown, EEDC intern.

Ms. Corson made a motion to approve the 3/22/12 meeting's minutes and Ms. Gilman seconded. Draft minutes were approved as no other subcommittee members were present at the time, with the exception of Ms. Hamel.

The first order of business brought up by Ms. Hamel was to confirm that the outreach letters were mailed on Thursday, March 29th to the thirty selected businesses. Mr. Brown confirmed that the letters were placed in the outgoing mailbox at the Town Offices that afternoon. Ms. Hamel then proposed that the mailing list be reviewed in order to appoint a primary contact person for each business, who would be responsible for setting up individual meetings with the businesses receiving outreach letters. It was agreed that the primary contact would coordinate calendars with the other assigned members when setting up the meetings and if they were unable to make the necessary calls they could go to Mr. Brown or the Town Manager's office for assistance. The members then went forward with dividing up the businesses and deciding who would be the primary contact person for each.

Once this was complete Ms. Hamel suggested setting aside time on the members' calendars for the next three to four weeks to allow for meetings with local businesses. Ms. Davis went over some tips for contacting businesses to set up meetings with the members so that everyone would have an idea of what to expect.

Discussion then moved to the leave behind postcards that have now been revised since the last meeting. Ms. Corson went over some of the changes from the Branding and Marketing Subcommittee meeting last week and copies were shown to the members. Ms. Gilman suggested a change in the picture featured on the postcard to something that blended Exeter's historical past and present, which she stated she would work on and provide to Ms. Corson. Other suggestions were made for revisions and it was later settled that the Branding and Marketing Subcommittee would be responsible for the content and finished product in this case, not this subcommittee. It was agreed that the suggested revisions would be brought to the attention of that subcommittee at their next meeting. It was also agreed that the Branding and Marketing Subcommittee will be responsible for the Chamber of Commerce forum brochure, not the Business Retention and Expansion Subcommittee, so it will not be reviewed at this time by this subcommittee.

Ms. Hamel then moved discussion to the question of who the contact person would be for local businesses after the outreach meetings. It was agreed that the Town Manager (Russell Dean) and subcommittee member Christine Davis would be the contact people for any follow up contacts to the outreach meetings.

The next meeting of the subcommittee was not scheduled as there appears to be no need for one at this time.

With no further business or announcements Ms. Gilman made a motion to adjourn and Ms. Corson seconded. The subcommittee meeting was adjourned at 9:30 AM.

Respectfully submitted,

Jason Brown
Exeter Economic Development Commission Intern