

Economic Development Advisory Committee – December 13, 2010

Present were David Cairn, David Krisch, Arthur Bouffard, Eric Stanley and Greg Johnson.

Chairman David Cairn called the meeting to order at 5:00 p.m.

The group reviewed the minutes of their meeting of November 15, 2010 voting to approve them as written.

Chairman Cairns advised the group that Selectmen had received and accepted the resignation of member Bill Hutwelker expressing appreciation for his work on the committee. Selectmen currently have one candidate to fill the vacancy who will be interviewed at the Board's 12/14/2010 meeting.

Members reviewed listing of businesses categorized as either non-responsive or requiring address correction to the group's fall mailing with members volunteering to contact various businesses to introduce the committee and solicit other information to provide for inclusion in the database being developed by this project. A copy of the list reflecting assignments is included as Attachment #1 and will be distributed to members following the meeting. Members agreed to conduct the outreach to provide for reporting back by their February meeting.

Members reviewed and discussed the feedback received to the questions posed on the back side of the survey to the questions posed which included what aspects of doing business in town EDAC should promote to prospective businesses and help Swanzey businesses prosper – Attachment #2.

The group discussed the recent issue of Swanzey Uncovered providing feedback on improvements made to the publication. Desire to see the town have access to a more regular publication was expressed. Newsletter efforts of other area communities were discussed which for the most part are published with greater frequency. Those enterprises are bit different than Swanzey Uncovered as they are not town issued or funded publications but done by non-government groups or organizations. Frustration that a town the size of Swanzey did not have a similar effort was expressed. Fox offered to have staff contact area towns with newsletters seeking information regarding how those efforts began and are supported. It was suggested that one idea for the town's newsletter would be to include a feature about a product made in our town.

Ideas discussed to promote the town included outreach to the Keene Chamber of Commerce seeking their support. Inclusion of business links on the town's web site was also discussed.

Follow up on Doug Hamshaw's request to be contacted by the group was discussed with members suggesting he be invited to the January meeting. Member Greg Johnson offered to contact Mr. Hamshaw inviting him to the group's next meeting confirmed for January 10th.

Discussions initiated between the town and the Airport Advisory Committee's Development and Marketing Sub-committee were reviewed with Fox advising that she would distribute the sub-committee's report to EDAC members.

Meeting adjourned at 6:00 p.m.

Submitted by,

Elizabeth A. Fox, Town Administrator