

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING  
OCTOBER 5, 2009**

Present were Greg Johnson, Gus Lerandeau, David Cairns, Eric Stanley and guest Patrice Nesbitt. Also present was Town Administrator Elizabeth Fox.

Chairman, Greg Johnson called the meeting to order at 5:05 p.m.

Committee members reviewed the minutes of their last meeting, June 8, 2009. Cairns made reference to the motion to adjourn which states that he seconded it when in fact he left meeting early. The committee amended the minutes to indicate that the motion was seconded by a member. The minutes were approved as amended.

The committee discussed the need to present their 2010 budget to the Board of Selectmen. Lerandeau suggested the same as last year which was \$6,000.00. Johnson asked if the money from this year could be carried over into the next year if it was not all used. Fox informed the committee that it could not. Johnson reiterated on the need for a website and marketing. Stanley suggested that perhaps it could be started now before the end of the year to use some of this year's money and continue next year. The committee voted to request \$6,000.00 for next year's budget.

Johnson said he would like to work on putting together a bus tour of Swanzey. He believes the only costs the committee would have are for lunch or coffee and pastries.

Johnson asked Fox if the Selectmen had provided completed feedback on their July report. The Selectmen are working their way through it and expect a complete response soon.

Johnson suggested the committee wait until the committee's next meeting of November 9, 2009 to elect officers. He asked everyone to jot down some goals and objectives for 2010.

**NEW BUSINESS** – Bill Hutwelker invited guest, Patrice Nesbitt of Pan Design, gave a proposal on what she has to encourage the awareness of what Swanzey has to offer. Also proposing the establishment of a Swanzey Chamber of Commerce. Nesbitt is working on assembling a list of existing businesses in Swanzey. Johnson asked Nesbitt to tell us about herself. Nesbitt informed the committee that she has worked in publication for 27 years producing Newsletters and other various publications for various towns. The advertising of the businesses would pay for the magazine she proposed and would be published/distributed on a bi-monthly basis to the 3,129+/- residences in Swanzey for free as well as drop off locations such as lodging, realtors, human resources, retail, etc. She would also put the magazine online as an eMagazine and each advertiser would have hyperlinks to their websites and emails. Nesbitt also added that 25 of the 350 businesses in Swanzey are members of the Keene Chamber of Commerce. Johnson asked how her rates compared to other local advertising. Nesbitt informed the committee that her rates

are 25% to 38% lower than the competition. Cairns asked Nesbitt what she expected to come away from this meeting with and how can EDAC help. Nesbitt requested that we supply her with various information on schools, town news, etc. to create articles and how to attract other businesses. Johnson felt EDAC could feature a business in each publication. Lerandau suggested that the Selectmen should get involved. Fox informed the committee that the Selectmen would be interested as they too want to see more economic development in the town. Johnson asked if outside towns could subscribe. Nesbitt stated yes, she is offering a subscription rate and also the drop off locations are free. Johnson asked Nesbitt what would it entail to start a Chamber of Commerce. Nesbitt said a Board of Directors to include a President, Vice President, Treasury, Secretary, Attorney and volunteers would be needed as well as registering with the Secretary of State. Johnson asked if there were any other towns are size that have a chamber. Nesbitt answered yes, citing Peterborough, Jaffrey and Hillsborough as examples. Johnson stated that it was the consensus that the committee “liked the concept” and asked Nesbitt to keep them posted. Nesbitt asked for suggestions for funding her magazine. She would like to stay away from the banks and find small investors. Fox suggested Micro Credit and will provide contact information to her. Stanley suggested they get going on the website as the end of the year is approaching. Johnson asked if this could be accomplished in 30 days and that they would vote on it at the next meeting when there’s a full committee. Nesbitt would be invited back for that meeting. Nesbitt said the basics of it could be done so you would have the presence, but it would need to be posted that the site is under development. Fox informed the committee that the Selectmen would need to approve expenditures over \$1,000.00.

**Airport Issues** – Master plan. Lerandau will get a copy of the master plan and keep the committee abreast of airport activities.

Motion to adjourn by Lerandau. Seconded by Stanley. Vote: All in favor. Meeting adjourned at 6:20 p.m.

Submitted by,

Donna Munson  
Recording Secretary