

Economic Development Committee

Meeting Minutes October 2, 2023

In attendance: Erik Nyland, Sean Woods, Larry Cedrone and Amy Balewicz.

Staff: Pamela Harding, Town Planner

Others: Kristin DeJohn

Membership - Kristin DeJohn is interested in serving on the EDC to fill the current vacancy, she elaborated on her experience with social media and television. She connects with the newspaper and may be doing business profiles, which has a lot of synergy with the tasks of the EDC.

Erik Nyland made a motion to make a recommendation to the Select Board that Kristen DeJohn be appointed to the EDC, Sean woods seconded, all were in favor of unanimously recommend Kristin DeJohn Be appointed to the Commission.

Backyard Bolton – small business fair/market 30-40 vendors each time about 2/3 of the vendors are from Bolton, approximately 500-700 people come through, this is the 6th year and the event occurs three times a year. September 16, 2023 was the original date but was postponed to October 14, 2023 due to weather. It was requested members volunteer and to aid in directing people for set up. 10 -2 are the hours of operation. Market will get in the papers and will be on the EDC Destination Bolton page.

Fall Business Social – had about 20 people attend, the International is having an event to gather the business community to advertise improvements completed at the International since the new purchase, the event will have hors oeuvre's and cocktails. Amy supplied the email list for invitations to the event. The EDC felt it was a good opportunity to coincide with the EDC business gathering, bolstering attendance for both. Amy will send an email from EDC to encourage business attendance at the International event.

Digital and Social Media – Destination Bolton webpage, there are 1,200 followers. There is still original content on the website, which needs to be updated, it is an interesting site but needs continual updating to keep interest. Small and in home businesses could be listed as well as locally run websites etc. Destination Bolton tracks views which tend to spike after an announcement. If there is a new business the Committee would like to know how they can support it by doing things such as providing a welcome to Bolton newsletter and can **scheduling** a ribbon cutting. Send new business information to Amy.

Welcome to Bolton Sign – is located as you come off highway, as part of the wayfinding study to standardize signs throughout Towns and was completed by a grant. The sign includes local businesses and farms which are charged an sign advertising fee of \$50 a year. The Committee requested an update on the ledger to see when the last cycle of billing occurred and who has paid.

The money was supposed to be used for maintenance, figure out how to get new signboards . There is a new Bed and Breakfast that may be interested in a sign. The EDC would like to identify the process for changing a sign, identify what business produced the sign and ensure each business on the sign is still relevant. Amy stated she would start working on that and do some landscaping. There is a second sign off another highway exit, in front of the Kane property but we were not able to put it up, it is thought the sign is located at the DPW, there is a rotary going in by the high school, ask if the sign still exists and possible location

The Committee will continue meeting the first Monday of every month, the December meeting will occur in person and do wreaths. Historically, businesses have sponsored the wreath program for all the poles along Main Streets by sending in checks to purchase wreaths and DPW will install them. November 6 and December 4th are the next meeting dates.