

Town of Bolton
Economic Development Committee (EDC)
Minutes to EDC Meeting
Monday November 8, 2010
Town Hall, Bolton
Final

Attendees:

Helene Demmer, Stephen George, John Karlon,	Dina Mazzola, Lysa Miller, Chris Nelson, Eileen Schomp
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Non-member attendees: Mr. Bing

EDC members not in attendance: Bruce Slater, Jennifer Atwood Burney

Next meeting: Monday December 6, 7:30pm Town Hall

Updates:

- **Web Site**
 - Lysa's Update: she is underway on the infrastructure development. Concern is around the size of the business listing database and feels we need to weed it down to a reasonable size. Agreed to come up with the top 20-30 businesses, within the categories (recreation/ food/dining/business services) relevant to doing business in Bolton. Eileen and Lysa working on this – will ask for help if needed.
 - In keeping with the spirit of making the website more business focused versus community decided that the main page should contain testimonials from businesses on why they do business in Bolton and/or why is Bolton good for them in business. Thinking of Firematics, The International – see if Jennifer can supply a statement from Firematics, Lysa to get The International – any more?
 - Lysa would like to see updates made to the Facebook account – see if Jennifer can add wording on opportunities in Bolton (TIF's etc). John Karlon to keep up the Blogging and see if he can tie that into the facebook account.

- **Survey**
 - Dina's Update: commenting on Leigh's feedback on the survey being too long - group felt that this was our one chance to communicate to the town and did not want to do this twice.
 - Find out from Leigh what was a good anticipated response and understand how long she thinks it will take a resident to take the survey.

- Want to make sure we market this (flyers all around time) and ensure that as many residents as possible know about the survey and take it. Lots of discussion around the UMASS survey only representing 200+ people and do not want comments after the fact saying our survey does not represent the majority view.
- Look into bulk mailing to notify ALL residents by US postal mail - Helene will followup with the costs.
- Probaly will have Michelle Ciccolo our consultant review the survey once we have a final – in addition to a small focus group taking the survey.
- **Public Forum**
 - Chris reviewed his outline of how he would present at the public forum and we agreed as a group that the first forum should be at the beginning of January, and not December as originally discussed. We really do not think the survey will be ready in December, in addition to the craziness of the holidays.
- **Economic Development Plan**
 - Helene discussed the goal for she and Jennifer to come up with the final list of towns for review at the December 6 meeting. Once all the data is in, we will need additional help from members to call the towns we are interested in learning more about, (i.e. what are their top x businesses, type of tax revenue received and costs related). Then after that we will be able to start making sense of the numbers and come to conclusions.
 - Stephen George spoke with Chief Alfano who said drug stores are really the most incremental in police costs due to potential robberies. Big Box stores created incremental traffic and potential accidents. Other than that, little incremental costs.

Once we have the survey completed by the town we will have a good sense of what the people of Bolton want, that coupled with the data will make a good base for the Economic Development Plan.