

Town of Bolton
Economic Development Committee (EDC)
Minutes to EDC Meeting
Monday December 6, 2010
Town Hall, Bolton
Final

Attendees:

Jennifer Atwood Burney Helene Demmer, Stephen George, John Karlon, Dina Mazzola,	Lysa Miller, Chris Nelson, Eileen Schomp, Bruce Slater
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Non-member attendees: Mr. Bing, Roland Ochsenbein, Barbara Parente, Rich Pelletier
EDC members not in attendance: Bruce Slater,
Next meeting: Public Forum January 10, 2011, 7:30pm Town Hall

Feedback from local businesses/organizations on EDC

Barbara Parente: From the Agricultural Commission, she believes the EDC could help with promotion of local agricultural businesses. Maybe we should have someone from the media on the board. Agriculture businesses are important, makes the town attractive to other people. Bolton has approx 20 commercial farms, 40-50 people in 61A (5+ acres w/ at least \$500/yr. Need help with raising awareness of Bolton agriculture businesses, cooperative advertizing, larger and smaller businesses working together. General promotion of events, “A taste of Bolton”, a website would help. Building a brand for Bolton, probably with an agriculture “twist”.

Rich Pelletier: Nashoba Winery owner – Bolton has been good to him. Both Barbara and Rich did not think that a Farmer’s Market is good for local farmers. Rich would be willing to provide a testimonial for the Economic Development Web-site. Biggest factor in farming is hiring good people.

Web Site

- Focus on making the website more business focused versus community.
- Agreed the slogan should be “Building Business in Bolton”.
- Confirm URL – maybe Boltonbiz.org
- Lisa will think of multiple ways to become more visible on searches.
- Could use testimonials from Firematics, Delta/Equity, The International, and The Nashoba Winery
- Sharp messages as to why do business in Bolton.

- **Survey**
 - Follow up with Leigh to make sure survey is ready for the Bolton Census mailing.
 - Communicate, communicate, communicate
 - Announce at January 10 public forum
 - Need to ensure as many people as possible take the survey
- **Public Forum**
 - January 10, 2011
 - Announce survey, unveil website and discuss data gathering efforts.
- **Economic Development Plan**
 - Helene showed the list of 16 towns to compare data
 - Initial pass of statistical data
 - Will need to further call the towns and find out:
 - Specific businesses in their town
 - Issues/problems with the businesses

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.