

Minutes January 5, 2015

Economic Development Committee

Town Hall: 730 pm

*Helene
Demmer
3/1/15*

Attendees:

In attendance: Helene Demmer – Chair, Eric Neyland – Vice Chair, Lysa Miller – Secretary. Erica Uriarte – Town Planner, Dave Petit, Mike Murphy, Guest – Mark Ayotte. Missing – Bruce Slater

1. Meet New Potential EDC Mark Ayotte – not present yet

2. Review Wreath Project

Helene Congratulates us on a successful wreath program. Look great still.

Learned – the notices for newspapers and ads

\$150 discount at Bolton Item, and Clinton Cheaper

Improve it to make it more uniform. What type of attachments can we put up

Maybe better ties? Bracket systems next year? Keep it quaint and hometown.

Counted 60 but real count was 50. Both sides of the pole?

Action Item – Dave Petit to research brackets

Marketing

Flyers out and about, Get in paper earlier, On Public Access TV

Helene and Lysa will put something together for marketing

Lysa noted she would try and put something together for the next meeting

-Lysa researching possible company to product maps with advertising as per idea by Mark Ayotte

3. Mark Ayotte – Ayacht Networks owns a company that does computer networks.

Talked about his business in Lancaster, a meat marketing on 117, would like to see more business at the Salt Box.

4. \$1000 Budget

\$1000 what do we want to do ? Be more active in marketing with businesses.

Brochure \$500 and \$500 extra.

Event before town meeting – cleanup to overlay district bylaw

Erica going to contact sign company – Sign Logic, lives in Hudson, Business in Hudson

5. EDCs role getting businesses through the town processing

Suggestion by Mike to make process consistent. Clinton Savings will be first to go through the Design Board rules. Discouraging going through Design board, historical, planning board, board of health.

Eric and Helene to timeline the process of the design review committee.

Erica and Helene, get feedback from CSB. Was the process fair. Clinton has experience with other communities how does Bolton stack.

5. Eric and Eric Update

Official adjournment