

Economic Development Commission

Town Hall - Room 1

Wednesday, April 19, 2023 @ 6:00 p.m.

All meetings of the Economic Development Commission are recorded

ATTENDANCE:

- Michael McMahon
- Serena Fuller
- Craig Samuelsen
- Jack Cote
- Amber Bach

New Business

Discussion, review and decisions on the *2023 Taste of Southwick* with the 2022 developer-

1. What do we want to accomplish with Taste of Southwick? Ms. Fuller said they are trying to promote business in town. Ms. Bach said she would like to advertise our businesses to surrounding towns.
2. How do we want to accomplish it? Ms. Bach said she would like to hear Ms. Hotaling's proposal as she was the point person the previous year.
3. Should we involve local businesses in donating gift cards and what is the impact on the business community financially? Ms. Bach said she feels this may be an issue as they get approached for donations regularly through the year.
4. What is the process we want to follow on this project? Resident Inga Hotaling of 45 Klein Road gave a presentation on her procedure for hosting the "Shop Small" sale last year 11/16/22. She said the proposal asked local town restaurants to participate in the first annual "Taste of Southwick" where they would donate a set amount gift certificate. In turn she contacted local retail businesses and asked them to allow any patrons shopping on that day to enter their name and number into a raffle. The raffle winners were later announced and given their gifts. Ms. Hotaling went into specific details about the participating restaurants, retailers and the operations for that day. She recommended advertising for this a lot sooner than they did last year. Resident Diane Gale of 5 Point Grove Road said they could try doing this in reverse next year with people filling out raffle tickets at restaurants and winning gift certificates for the retail businesses. She also said they could add this information to the new website for the Economic Development Commission as well as the Town Crier and Town Hall Channel 15.

A **MOTION** was made by Mr. Cote and **SECONDED** by Mr. Samuelsen to approve the...
The motion passed unanimously.

Old Business

Changes and business developments in town-

- Planning Board approval to change a parcel of land from Business Restricted to R-20A; subject to approval at Annual Town Meeting in May. The builder plans to build 20 townhouses on 3.5 acres.
- 686 College Highway parcel division continues to April with the Planning Board.
- Planning Board sign approval for 664 College Highway for an oral surgeon.
- Subway on College Highway has a banner “Opening soon”.
- 529 College Highway sold for \$300,000 by an LLC in February 2023. The seller was Prifti Estate.
- 59 College Highway sold in March 2023 for just over \$1 million.
- The annual *Cultural Council* Fine Art Show is April 22 and 23 at Town Hall.

Public Comments

Inga Hotaling of 45 Klein Road said the members should create a contact list to share among themselves. She also said she thinks the current mission statement is too vague and shared her thoughts on what it should say and include. Ms. Hotaling also approached the group about joining the commission.

Select Board Member Doug Moglin said he feels that the mission should say what we are doing today and their vision should say where they want to be.

Ms. Gale said they should create a list of vacant buildings in town for sale and add that list to their website.

A **MOTION** was made by Ms. Shorter and **SECONDED** by Mr. Samuelsen to adjourn.
The motion passed unanimously.

The next meeting is May 17, 2023

Respectfully Submitted,
Meghan Lightcap
Administrative Assistant Planning Board