

## MARCH 30, 2020 EDC MEETING MINUTES

### Attending:

Members: Mark Romeo (Chairman), Brian Connor, Kevin Spendly, Beth Pelick, Harry Brousaidies, John Hasenjaeger, Ken Fettig

Others Attending: Ashley Clark, Amy Messier

Chairman Romeo opened the meeting at 5:05 PM

### Business:

Clark stated to the Commission that the Walpole Provisions website is up and running, with over twenty restaurants featured.

Clark explained the proposed social media campaign that could be set to launch on March 31, 2020 that includes the hashtag #eatINwalpole as a way for customers of locally owned businesses to gain exposure during this time due to COVID-19 dining restrictions. This campaign would allow customers to photograph their food/beverage, using the hashtag mentioned above, to place on social media, along with tagging the specific food establishment the food is from. These actions would then qualify the person to be entered to win a gift card. Clark suggested to the Commission that \$400 of EDC funds be used to purchase the gift cards (\$50.00 gift card, twice a week for 4 weeks).

Commissioners addressed the possibility of other types of businesses being included in the future (#shopINwalpole) after gauging the campaigns level of success, which Clark will monitor, along with different avenues for the publicity of the campaign (Facebook, Twitter, Destination Downtown, fliers, Chamber, other extended contacts). Commissioners agreed to use \$100.00 of Main St. Live funds to sponsor the first week of the program, with the option to move forward with more monetary donations to be used as the program progresses. \_\_\_\_ Made a motion to use \$100 of the Main St. Live funds to fund the first week, seconded by Spendly, the motion carried 7-0-0 (Romeo, Connor, Spendly, Pelick, Brousaidies, Hasenjaeger, Fettig).

Clark mentioned the the "Go Fund Me" fundraising campaign for the Small Business Relief Initiative, with possible criteria. This item will be addressed further in future meetings.

The Commission agreed that the next EDC Meeting will be held on Monday, April 6, 2020 at 5PM via Zoom.

Romeo motioned to adjourn, seconded by Fettig, the meeting adjourned at 5:30 PM.

**Accepted 7/14/20**