

EDC Minutes 4/14/2020

Present: Ashley Clark, John Hasenjaeger, Marc Romeo, Harry Brousaides, Kevin Spendly, Brian Connor, Beth Pelick, Donnell Murphy, Ken Fetting

Clark stated that going forward, anyone wanting to access the posted public meetings they can contact her for the meeting information.

Mark Romeo opened the meeting and explained that the BOS failed to renew his membership for the EDC, however it has been rectified. Hasenjaeger moved to reaffirm Marc Romeo as Chair of the Commission, seconded by (guy not pictures on zoom video) vote carried 7-0-0 (I think)

Clark gave a status update regarding the Walpole Provisions website and the social media Campaign that launched a week and a half ago called "eatINwalpole".

Walpole Provisions update: site is updated by Clark regarding hours, openings and closures of restaurants that are featured on the site.

eatINwalpole social media campaign (Instagram, Facebook, Twitter): Chief Charmichael did a live raffle, with a little over 3,000 views on Facebook Live. Jim Johnson scheduled to do the next raffle on Friday at 11AM. Clark stated that the number of entries has declined from last week, so she encourages the Commission to keep spreading the word, as she continues to reach out to other establishments as well. Clark stated that the Junior Womens Club in Walpole is sponsoring a \$25 gift certificate. Clark indicated that Donnell Murphy has coordinated with her for this project and offered up the billboard space along Route1(on 95 next to Merchant St in Sharon, one next to Eastern Pearl, and another in East Walpole) to further promote the campaign. Clark will be mailing out flyers this week for restaurants to tape to their window/counter if they wish to also participate in the campaign.

#shopwalpole Campaign:

Clark touched upon the campaign idea that was mentioned from the last EDC Meeting, and stated that she had reached out to some old contacts to get feedback since there was a similar campaign going on. In general, Clark was told that the #shop(insert town/city) was not as successful as the food campaign that is similar to #eatINwalpole. The main problem for the #shopwalpole would most likely be the lack of access the retailers have to sell gift cards online- as many of them are not "set up" for that at the moment. Another hurdle Clark mentioned would be that other cities, etc. that have a "downtown" area usually have gift cards that can be used in many different stores/ restaurants, and Walpole currently does not have that.

Romeo stated that he isn't sure if the Commission adopted a policy regarding being held accountable for attending/ accessing meetings, but suggested to waive that policy if it is in place during this time due to meetings only being held remotely on Zoom, with the potential for unforeseen errors in connectivity, etc.

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

Accepted 7/14/20