



Thursday June 25th,2020 at 5 PM

Jacksonville Municipal Center Dining Hall and via Zoom

Attendance: Gretchen Havreluk, Seth Boyd, and Phil Edelstein.

Meeting called to order at 5:33 pm. We were waiting on a quorum.

No additions or changes to the agenda.

Seth made a motion to approve minutes of the March 5,2020 meeting. Phil 2nd. Motion passed.

New members were discussed and Gretchen reported she reached out to Adam Buursma and Todd Wahlstrom and they were not interested in coming back and did not have ideas of new members. Seth will reach out to one potential candidate.

Election of Chair and Vice Chair were held. Seth nominated Gretchen for Chairperson. Gretchen agreed for this year. No other nominations were made. 2nd by Phil motion passed. Gretchen nominated Seth for Vice Chair. Seth agreed. No other nominations were made. Phil 2nd and motion passed.

No update was available on the US Census 2020.

Seth reached out to Anna and they briefly discussed student participation and she was very receptive to this idea. Seth will reach out to invite her to our next meeting.

Gretchen reached out to Carrie and did not hear back from here prior to this meeting. Gretchen will work on the rewrites for the Whitingham description on the Chamber website and for the Deerfield Valley Real Estate Magazine. She will send out for edits prior to our next meeting.

Phil provided a connectivity update. Need to wait until Rural Digital Opportunity Fund reverse auction in October and as the CUD continues to grow. The Windham Regional Commission feasibility study showed the roll out of the project will be the most underserved first and Whitingham is in the top 5. They will provide early sign-up for service and construction will start with the town with the most pre-signups first. Seth raised a good point of number of students for our school system in our surrounding towns; therefore, it is good that we are involved in the CUD. The ability to borrow money for the build out with the CUD is greater and no one town is responsible for the loan.

Website Update- Seth will draft new language and have approved with Anna. Gig has attached the bike tour under Visit Us and then under See & Do. We just need to add the Things to Do list that we created.

Discuss the creation of new age/marketing/social media committee- Advertising Vendor Phil reported that neither Marli nor his son-in-law are interested in doing the social media ad buying. We need to ask Gig about our budget and Gretchen will scope out some vendors. If we do the ad creation with a firm it may be more enticing to them.

Rejoining the Bi-Town Group- Gretchen will send out the agenda to the group. We should participate for a few months and revisit. It is difficult for Gretchen to represent Whitingham as she is already representing Wilmington. This is a remote meeting still, not sure when we will return to in-person meetings.

Reviewed Action Items: Seth will reach out to potential new member, invite Anna to the next meeting, work on language for the school section on the website, Gretchen will work on language for the Chamber website and the Deerfield Valley Real Estate magazine, get budget from Gig and find some potential vendors for social media advertising, and send the agenda out for the Bi-town Group.

Adjourned at 6:20pm

Next Meeting: July 23rd

Respectfully Submitted,
Gretchen M. Havreduk

Future Meetings:

Photograph locals at their place of business for social media/marketing

Record brief interviews with local workers for social media/marketing

Encourage students to join either the WEDG or the proposed media/marketing committee

Invite students to help create videos, take photos

Invite students to join the proposed marketing/social media committee

Ask Patience Merriman to create short videos