



Whitingham Economic Development Group

Via Zoom

Minutes of Thursday, October 22, 2020

Attendees: EDG Members present: Gretchen Havreluk, Chair. Phil Edelstein, Seth Boyd and Karen Hein attended remotely. Also present: Gig Zboray, Selectboard Office Administrator. Anna Roth, TVMHS, attended remotely.

Call to Order. Additions or Changes to Agenda

Meeting called to order at 5:11pm. There were 2 changes to the agenda.

Minutes of September 17, 2020: **A motion was made by Seth Boyd to accept the Minutes of September 17, 2020 as written, seconded by Karen Hein, all in favor.**

Student Engagement: Anna was asked "how can EDG help the school?" EDG needs help from the students with photography, videos, interviews, first responders and firefighting. The EDG Strategic Plan indicated the school was a strength of the town. EDG can link the school with the local businesses. We can invite students to participate in EDG meetings, will need to decide when they would get voting rights.

Chamber Update: Seth completed the description of Whitingham to submit for the Chamber to post on their website. Karen suggested a minor change. Seth will submit the new description.

Chamber Dues: new bill arrived for dues. Group agreed the dues should be paid. Discussion ensued around the future of the Chamber.

Real Estate Guide Update: Gretchen completed the update and will submit it.

Census Update 42.3% of Whitingham residents responded to the Census. The Census is closed now (as of October 15, 2020).

Connectivity: Phil provided an update of what is going on with the CUD.

Advertising Vendor Gretchen reached out to two vendors and had only heard back from one by the start of tonight's meeting. Trampoline asked her what area we were looking to advertise in. It was decided that Fairfield County, CT; Bergen County, NJ; Westchester County, NY and the Bedford/Cambridge area of Mass were good places.

If we wanted to use Search Engine Optimization to increase search results the budget that was agreed on (of \$8,000) at the last meeting would need to be increased. Gretchen will find out more.

Welcome Wagon vtwelcomewagon.org: Gretchen encouraged EDG members to sign up to become a host on WelcomeWagon. Wilmington created postcards to send to new property owners in town. It was suggested that Gig ask Almira how many property transfers have occurred in Whitingham since May 2020 to determine if we want to send out information to new property owners.

Bi-Town Group Karen attended the most recent meeting but she had to leave tonight's meeting early so we didn't get her feedback. EDG members should attend the next meeting.

Review action items

Seth will speak with some local business owners to see if they would like to be interviewed by students, if they are interested Sam at the school should be notified.

Gretchen will send in Real Estate Magazine update

Gig will find out about property transfers since May

Gretchen will continue discussions with advertising companies

EDG members should attend BiTown meetings.

Next meeting: The next regular meeting falls on Thanksgiving. Gretchen will reschedule or cancel as she sees fit.

Meeting adjourned.

Respectfully submitted,
~Gig Zboray