

July 31, 2014  
EDC Meeting

Meeting was called to order at 7:40 p.m. attendees present: Ben Douds, Dawn Hipsley, Ray Soderberg and Commissioner Gary Baker.

Minutes from previous meeting were reviewed and motion was made by Ray Soderberg, second by Ben Douds to approve the minutes as read. Carried 3-0

Discussion was had on:

1. Budget – We are at the beginning of the new fiscal year and it was asked what we have earmarked from our budget this year. The first is our stipend, which comes to, \$4800 if all 5 attendees are present at each and every meeting. Ray brought up the brochure and asked if we could earmark some money for that. We then talked about our “branding” campaign and asked Clara to contact Kim with Kalico Designs to get an estimate of what that would cost.
2. Survey – Gary will take the surveys as they are completed and compile a spreadsheet and post on Google Docs so we can all access as to not duplicate company visits. He said that we can either bring them in at each meeting or leave them at Town Hall for him.
3. Confirmed that we need to place an ad to replace Sherry Loving on the Commission and Gary will ask Gloria to proceed with this ad.
4. Ben will write a press release for the new website and submit to Gloria for approval and submission to the newspapers.
5. Dawn asked for help with the business listing and who is actually located in Walkersville “proper” for the survey and business listing on the website.
6. Dawn will contact Randy Gray with the Chamber and ask if he can notify the EDC (maybe by email?) when the Chamber is going to be in Walkersville for community events, such as, ribbon cuttings. Also, what is the cost for the town to join the Chamber?
7. Gary will look into our Comcast email account and see if we can forward it to the commissions personal email addresses for convenience purposes and so nothing get forgotten or missed.
8. Along with our branding, we discussed a motto or a logo again. We will post on Facebook and ask residents “What makes Walkersville, Walkersville?” Let’s see what the residents have to say about what makes Walkersville special.

Meeting was adjourned at 8:35 p.m.

Respectfully submitted by Dawn Quicksell Hipsley