

September 19, 2013  
Walkersville EDC Meeting

Present for the meeting; Ben Douds, Clara Winch, Ray Soderberg, Town Commissioner Gary Baker, Sherry Loving, and 1 citizen.

Ben called the meeting to order at 7:31 and requested Ray report on his experience with Middletown and their EDC.

Ray proceeded to report the procedures of the Main Street Middletown participation, along with input from Town Commissioner Gary it was ultimately suggested that the Walkersville EDC begin a business database within Walkersville and start our own business directory. In addition to that it was proposed by Ray that we create a directory of vacant commercial properties in the town and follow up on what the Town of Walkersville does to regulate the maintenance of those vacant properties. Finally, it was encouraged that the EDC develop a Calendar of Events for the town, via a mailer.

Clara then proceeds to introduce the Press Release submitted for Commission approval by Dawn Hipsley. All members of the commission present discuss the wording of the mission statement proposed in the press release, and moved to adopt the following as the Walkersville EDC's mission statement;

"Our mission is to promote a high quality of life for all who enjoy the Town of Walkersville by encouraging policies leading to a more vibrant local economy with greater professional, commercial, and employment opportunities."

The mission statement was adopted as stated above, concerns were brought up that this particular press release shouldn't be submitted. It was decided that press releases will only be shared if the EDC has actually accomplished something worth merit. Attention was then brought to the protocol for releasing any press by the EDC and Town Commissioner Gary Baker was assigned to follow up.

Final topic of discussion was regarding social medias and the towns website. Sherry briefly reported the analysis of activity based on various postings on Facebook and made suggestions such as exploring the hours postings are made and subject content of them. It was decided that the commission wants to advertise on Facebook the desire to revamp the town's website and to create a posting accordingly after approval from Gloria Rollins following any protocols. Once posted it was decided that the qualified pool of web designers would be invited to pitch their proposal at an EDC meeting on the 17th of October and to invite Gloria Rollins to this meeting. Sherry is to follow up. It was also discussed that any postings on Facebook regarding business promotions had to have the following qualifications; 1) has to be a Walkersville business or Walkersville non-profit organization and 2) has to be a special event not to be confused with business promotion. The Facebook photo contest was readdressed by Ben and decided to put on hold until a later determined date.

Clara reports on attending the ribbon cutting ceremony for Leiter's Catering this week and her disappointment in the Town of Walkersville's lack of support at this event. It was then brought to the commission's attention to learn what power we have within this commission to support such events as ribbon cutting ceremonies to provide the business with letters of support.

Ben opens the floor to any final concerns by the public, then the commission, and with no objection the meeting was adjourned at 8:32 PM