

Walkersville Economic Development Committee Minutes

Date: May 5, 2016

Attendees: Benjamin Douds, Patrick Heidenberg, Ray Soderberg, Randy Gray

Meeting called to order by Ben Douds at 7:30

- 1) Previous Minutes (4/7/2016) approved with changes (4-0)
- 2) Farmers' Market: Ray contacted Penny Rife (market manager) about Board of Education approval for site. Penny wasn't sure, so Dawn was contacted.
- 3) Brochure: .Feedback on first mock-up from designer.
 - a. Patrick: Suggested scrapping map and making brochure pictures and descriptions.
 - b. Ben suggested shrinking map to make it less of a focus. It could then accommodate more of other features. Maybe increase size to 4-flap.
 - c. Randy: Also thinks more information and pictures, like a tourist brochure and not a tourist map
 - d. Ray: wants to ask about cost for increasing size, but thinks 3-flap will work for first iteration.
- 4) EDC went through business list to weed-out businesses deemed not suitable for a tourist brochure. Consensus is that retail establishments should be kept on, but other business should be listed on a different brochure aimed at helping local patronize local business owners.
- 5) Patrick mentions that there are local events that aren't being properly promoted, like the strawberry festival. Ben suggests recruiting a local citizen who is involved in the local social scene to give them "content creator" status on FB page to keep social calendar up-to-date. Ben will solicit people on FB.
- 6) Ray reintroduced the idea of a new business folder to be kept at the Town Hall front desk. When a prospective entrepreneur asks about how to start a business in town, the folder could be given to them with legal paperwork as well as resources available to help local businesspeople.
- 7) Ben mentions that it's Jane Jacob's week, who was a pioneer in thinking about local growth and economy. Ben wishes to explore more of her ideas about how to make local economies more flexible and resilient by looking at the town codes pertaining to parking requirements and zoning that is too proscriptive.
- 8) Meeting adjourned at 9:00

Respectfully submitted by Benjamin Douds