

## **Hopkinton, NH**

### **Economic Development Committee**

#### **Minutes of October 17, 2012 Meeting**

The Committee assembled at 7:00 pm

Committee members present were: Cettie Connolly, Judy Hampe, Josh Katteff, Brian Lavoie, Bryan Pellerin, Chris Hodgdon and Darragh Madden.

The minutes of the meeting held on September 19<sup>th</sup>, 2012 were approved as written.

#### **Old Business**

Retail Seminar – Loren Foxx has agreed to conduct a Social Media seminar on 10/23/12 at the Library Community Room from 7pm-9pm. Retail flyers have been distributed and local merchants have been notified. A favorable initial response has been received and attendance is expected to be strong. Several committee members have indicated that they will be in attendances at the seminar.

Maple 89 Project – Charlie Crathern did not attend the meeting and those no further updates on this project were provided at this time.

Business Directory – the committee reviewed past business directories to access if updating was warranted at such time.

#### **New Business**

Jessica Dunlap attended the meeting to provide an update on video project she is undertaking for downtown merchants and to create increased visibility to the downtown merchants. This project is being conducted at no cost to the town. Pictures and video have commenced and the compilation should take 30 days. Upon completion the video will be posted on YouTube and there was discussion about linking the video to the town web site.

Further discussion ensued about the town creating a Facebook page for awareness, economic development and retail merchant exposure. Such questions as to the control and creator of the account were not resolved.

Jessica expressed the desire to create signage in high visibility areas to direct traffic to the downtown areas. Such issues as zoning, and the use of private property vs. state land were discussed. Jessica would explore the concept with private land owners.

The committee discussed the exploration of permanent signs “Welcome to Hopkinton” being created and maintained. Further research through the DOT regarding the regulations for such signage is to be explored and report back at the next meeting.

The meeting was adjourned at 7:50 pm. The next meeting is scheduled for Nov 21, 2012 at Town Hall.

Submitted by

THESE MINUTES ARE NOT OFFICAL UNTIL APPROVAL AT THE NOVEMBER MEETING.