

TOWN OF STOW
ECONOMIC DEVELOPMENT
AND INDUSTRIAL COMMISSION

Minutes of the July 9, 2015 Economic Development and Industrial Commission Meeting

Members Present: Bob Collings, Mannie Afonso, Kevin Whalen, Tom Farnsworth

Tom Farnsworth called the meeting to order at 7:07 pm.

Minutes of June 11, 2015

Bob Collings Moved to accept the minutes as written

Mannie Afonso seconded.

VOTED 4-0 Unanimously in favor.

Discussion of Survey Results

The Commission discussed the Economic Development survey results, agreeing that it would be good to get up to 40 surveys. The Commission discussed various aspects and questions in the survey.

Staff will send out another press release, update Facebook page, blog, etc. Economic Development Commission members agreed to call businesses.

The Commission discussed how to engage interested business owners that may or may not have filled out a survey.

Assabet Valley Chamber of Commerce Debrief

The Commission discussed what tips they could pull from the discussion. Members discussed being persistent in their pitch to continually market the role of an Economic Development Committee. Mannie Afonso said it is hard to get through to people regarding the purpose of the Economic Development Commission. The Commission discussed how to talk about the Committee with the public to get an understanding of how the Commission can help them.

The Commission discussed the name and whether the “Industrial” aspect can be dropped given that the connotation of Industrial might not be the most appropriate name for Stow.

Commission discussed benefits of Assabet Valley Chamber of Commerce.

Work Plan Schedule Discussion

Surveys - Tom Farnsworth said that the survey will likely provide some ideas as the responses come in regarding priorities for the group. It was suggested that the survey responses be shared with property owners and inviting them to a meeting to discuss.

Sign Bylaw - Commission members agreed to review the sign bylaw. Staff will email a copy of the bylaw to committee members for review and discussion at the next meeting. It was noted that the bylaw should include a definition of how the size is determined.

Press - Karen Kelleher discussed ways to get the Committee out in the press, such as a welcome post for new businesses. Should be a regular occurrence for new businesses. Send it out on the current list of businesses.

Meeting Adjourned.

Respectfully submitted,

Jesse Steadman