

## **Town of Eliot**

### **Business Development Committee-Meeting Minutes-March 24, 2010**

**Present:** John Chagnon, Craig Goss, Russ McMullen, Kristin McMullen-Orr, Dwight Snow, Chuck Bradbury, Betsy O'Donoghue.

**Call to order:** John Chagnon-4:38pm

**Public Comment:** No Public Comment.

**Review of Agenda:** Agreed upon as written.

**Eliot Business Showcase (April 2010):** Kristin McMullen-Orr gave the committee an update on the status of the upcoming April showcase. From an attendance standpoint we have seen paid registrations move to 16 from 11 at the February Meeting. She also reported that 5 additional companies have contacted her indicating that they intend to register. This should allow us to more than meet our goal of 20 paid registrants

From a location perspective, the Regatta room has asked us to consider moving from the larger ballroom to the smaller room and reception area due to a potential conflict with an evening event. Our willingness to do as such will reduce our room costs down to \$150. Based on participation, this seems like a realistic request.

Chuck Bradbury has agreed to do a banner for us (Free of Charge-Thank you Chuck), to put on display in front of the regatta to help promote the event. A motion is made to buy a second banner; Craig G. made the motion, Russ M. second, all in favor. This banner will have a blank space that is interchangeable and be available for future EBDC events.

The conversation turns now from event planning to promotion. Chairman Chagnon asks if a promotional flyer has been developed, that can then be presented to the Superintendent of Schools (Eliot/So. Berwick), to see if permission can be granted to have it sent home with students.

Based on original committee assignments, a promotional flyer should be in process, and will be followed up to see if completed. If it is not complete, Chuck has volunteered to make a flyer at this time. This flyer will also be used for the purposes of public display (hanging up around town).

Kristin informs the committee that various newspaper outlets have been notified of the event and it has been mentioned in various community calendars. All available community web sites have also been accessed for promotional purposes. Once a completed flyer is done, all committee members will be asked to get the flyers hung and distributed.

Kristin will send all committee members updated instructions for "day of event" duties in coming days. Other than that we just need to work as hard as we can to create "buzz" with the public.

**Minutes of Previous Meeting:** Minutes have been reviewed. Kristin asked for some minor verbiage changes that Secretary Goss made note. Based on these changes Kristin O. makes motion to approve. Russ M. 2nds. All Approve. Secretary Goss will forward correct minutes to Chairman Chagnon.

**Business Registration ordinance:** Kristin Orr presented to the committee a copy of the Eliot Business Licensing Ordinance. This copy was a rewrite (draft 1) based on information previously discussed at prior meetings (known as versions A + B). Kristin had sent copies of this rewrite out to committee members prior to this meeting for the purpose of generating discussion and input. Only one committee member had commented back (Doug Keith). His comments were taken into consideration in our current discussion (as he was absent at this meeting).

The primary issue of discussion centered on Section 5 and the line "Said License is to be displayed in a publically visible spot within the person's place of business". It was determined that having the license was more important the being required to have to display it in a publically visible spots. A motion was made by Russ M. that instead of having to visibly display it, the business would just need to have it on hand in case it was requested. Craig G. 2<sup>nd</sup> the motion. All agreed.

The change will be made to the ordinance and forwarded to Betsy O. for the BOS in hopes of getting on the agenda ASAP.

**Garmin (Locators) Eliot Address Issue:** Chairman John Chagnon presented and read to the committee a letter he prepared requesting that the BOS look into this issue of locators with regards to correct Eliot addresses.

All present signed the letter and it was forwarded to Betsy for presentation to the BOS.

**Building Height (Proposed Ordinance change):** Chairman Chagnon and Kristin Orr attended the last planning board meeting. There was no public comment, but the board did take comment on the ordinance.

The Ordinance will potentially be on the agenda for the next planning board meeting. Ideally our committee would like to see a warrant article together for the town meeting. To do so would need to have together by April 6<sup>th</sup>. Due to timing this is perhaps not realistic.

**Committee Budget:** Chairman Chagnon informs us that the budget with a second sign request was presented to the BOS. As liaison from the BOS, Betsy O. informed us that we would most likely be granted our 2009 budget unless we requested less. The town was shooting for a .01% or flat tax rate increase. More information will follow.

**Eliot Business after hours:** Next event May 5th.

Attar Engineering and Full Circle Thrift have graciously agreed to sponsor the next event. Kristin read a letter from Attar requesting permission to run a raffle at the event with proceeds to benefit the "Make a

Wish Foundation". Discussion followed. Kristin O. made a motion to allow the raffle, Craig G. 2<sup>nd</sup>, all agreed.

**Welcome to Eliot Sign Project:** Chairman Chagnon reported the sign is done. He reported he would be meeting with sign builder to discuss getting stakes in the ground. He was going to talk to the highway dept. about hand digging the holes required and pouring cement for footings. He offered to personally stop by the highway dept. to speak with them about getting this done.

We would like to get these posts installed in the next two weeks. At the next meeting we will need to discuss organizing press for the new sign introduction. Perhaps planning a ribbon cutting ceremony?

**Business Development:** Nothing to report.

**New Business:** New Business-Annual Report presented by Chairman Chagnon. Copies were given to all committee members. It was agreed a goals meeting will be added to the next agenda

**Next Meeting:** April 28th, 4:30pm Eliot Town Hall

**Adjourned:** 6:15pm