

**Economic Development Committee
April 11, 2024 -Final**

Present: Ron Rzasa (Chair), John Pieper, Gerald Lins, Marion Rzasa, Erin Soltys, Doreen Monahan, and Chele Hood

Absent: Barbara Girs (BOS Representative)

Guest: Jeff Scott

Meeting Called to Order at 6:4PM

Presiding: Ron Rzasa

Secretary Report

The March 28, 2024, minutes were unanimously approved as amended.

Old Business:

1. **Chesterfield Creative Artisan Fair, Sat. April 27, 10A – 2P:** The event has 22 vendors using 21 tables with 4-5 on the waitlist. Chele is trying to find vendors who will share a table but 4' isn't a very large space. Setup will be at 4:30pm on Fri. April 26th.
 - a. A vendor questionnaire was proposed for feedback regarding improving handling the vendor's space requirements and registration.
 - b. This weekend the regular vendor email will be sent out regarding electricity, power cords, etc.
 - c. There was discussion about reaching a wider audience by placing printed advertisements. The Free Monadnock Shopper would reach the most readers. A 3"x5" ad would run about \$180. After some discussion, it was decided it was too late to ask the vendors for \$10 toward advertising. In future events, this would be like a registration fee which would complicate organizing the event. Asking for donations at the fair would be a better solution. The following motion was made by Ron and seconded by Chele, passing unanimously:
"The EDC would pay the balance of the cost not covered by donations for advertising the April 27th Fair in the Monadnock Shopper."
 - d. Ron will design the ad with some of the vendors' names and products. Chele will send him the list. Also, Chele will contact Tricia for input on the design. Request should be made permission to use names/names of businesses for the Shopper ad.
 - e. Doreen recommended the App, *Next-Door*, as an effective way of advertising for free. It is a great networking tool.
 - f. Two dates were set for future fairs, the 2nd Saturday in April & the 2nd Saturday in November. This will keep the dates consistent for the vendors. Because it was the least attended, it was decided to eliminate the summer fair.
2. **Chesterfield Revitalization Group (CRG):** During the Tues. April 10th meeting, J.B. Mack from SWRP informed the group that the Brownfield Group and New Hampshire Department of Environmental Services (DES) would be putting together recommendations for the site. They hope to have this completed in about two months. Also, the DES will pay for the cost of both Phase 2 & 3. Thankfully, this eliminates the need for the CRG to seek funding from multiple groups. It will simplify the whole process.

3. **Business Expo:** The event was attended by approximately 150 people, some brought notebooks with the projects to discuss. Most of the vendors were happy, some received some good leads. Doreen was great at pursuing vendors to attend. She has already emailed all the vendors for feedback. Some recommended changes:
 - a. Change times from 9 or 10AM to only 12N or 1pm as attendance dropped dramatically after lunch. If changed to 10AM it would be consistent with the Artisan Fairs.
 - b. Find a way to determine when the Keene Business Expo will be held so the Chesterfield Expo doesn't compete with it again.
 - c. Keep the fair date consistent so vendors can plan ahead. It was decided on the last Saturday in March.
4. **Chesterfield Businesses Facebook Page:** During the Business Expo, Lisa Fitzgerald proposed that the EDC put together a Facebook page dedicated to Chesterfield Businesses. After some discussion, it was decided such a project would be a conflict of interest. The EDC cannot be seen promoting one business over another.
5. **American Legion & Childcare:** There has been no answer from American Legion in response to the EDC letter.
6. **Business to Business Mixer, Thurs. June 13th:** Feedback from the Business Expo was that the businesses are interested in attending a mixer. Several venues are available, Big Deal, Copper Cannon, and M&T Bank. M&T Bank has offered to open for the event. There is concern about parking at Big Deal. We have already held the event twice at Copper Cannon. Therefore, it was decided to pursue M&T Bank. As a host, what will the setup be, will they offer food, etc.? Doreen will contact them for more information.
 - a. Possible speakers: Cody Morrison from the Monadnock EDC, Sara Powell from Hannah Grimes, and Beth from Echo Farm are good options.
 - b. Depending on the RSVP number, the event could be open to the public.

Public Comment:

None

Meeting Adjourned at 7:14PM

Next Meeting:

**April 25, 2024
Town Hall Offices – 6pm
McKeon Room**

**Respectfully submitted by
Donna Roscoe
Secretary
April 11, 2024**