

## ***Economic Development Committee***

21 December 2023 – Meeting Minutes

Time: 12:00pm – 1:10 pm

Attendees:

Glenn Brown  
John Drohan  
Chinmaya Gogineni  
Patrick Hafford

Also in attendance:

Melanie Hamblen: EDC Coordinator

### ***Discussion***

Meeting opened with the arrival of Chinmaya to enable a quorum with Pat Hafford motioning to open and Chinmaya Gogineni seconding.

We moved to accept the minutes of the executive meeting as written however we could not review the minutes as the NDA was still in effect on the subject of the meeting. Motion passed.

Confirmed next meeting date of EDC meeting on 18 Jan @1200.

Next reviewed EDC budget and Melanie offered ideas of possibly asking for additional money to fund the platinum subscription of the Metrowest Tourist Bureau. In addition there was the discussion of also getting a Constant Contact account to use in order to get better communication to the businesses. We all agreed that this would be a good investment and would be short money.

Next EDC Coordinator (Melanie) provided a review of her activities. She had meeting with Beth Reynolds (Ashland EDC Coordinator) to gather information and get ideas. She had several meetings with business owners in town to get feedback on what they felt they needed. She discussed a proposal for Central Street signage to improve the look of the corridor connecting Blair Square with the downtown area. She also discussed the meet and greet for businesses that she had set up for 1/22/24.

She discussed her meeting with Erin Connors who is looking to put her business in Holliston at 123 Washington Street which would require a large build out. The business feels like it would be a good fit for the town and the type of economic advancement that we are looking for. The board discussed ways in which the town to help to facilitate businesses like this one to come to town particularly in ways we could incentivize them. We all agreed that the EDC should develop a “playbook” where businesses that express interest can follow in order to make the process as easy and seamless as possible. Melanie had ideas such as waiving survey fees,

identifying where the state can provide assistance as well as the town helping the business owner apply for a TIFF. We all agreed that identifying where we can provide value to a new business was of vital importance in an effort to differentiate Holliston from other towns. We agreed that the playbook concept is something that we should collectively work on as a committee.

Melanie is in the process of sending out letters of introduction to businesses in an effort to connect with all of the town businesses. We agreed that Melanie will lead the outreach program that we had started to put together in an effort to not be redundant or have wasted effort. The plan still is for the EDC members to assist the EDC Coordinator in the task of connecting with every business in the town.

Meeting adjourned at 1:08pm.