

Minutes for Conway Community and Economic Development Committee meeting

Thursday, January 20, 2022 at 3 p.m. on Zoom

Attendees:

Geoffrey Baker, Veronique Blanchard, Mike Haley, Mikayla Reine, Eileen Schneider (Bob Baker, absent)

Minutes:

- 1) Discuss Shires
 - a) Reviewed online map of Conway from Assessors' website, finding it complex.
 - b) Proposed adding residents' homes and vacant/ derelict houses to a comprehensive map, oriented around Route 116 and divided into quarters based upon historical data.
 - c) Affirmed that creation of Conway map is for benign intentions unrelated to politics or taxes and we should take care to assure residents as such.
- 2) Discuss local businesses
 - a) Discussed where to start - with going after businesses that aren't listed, or by reaching out to those who are?
 - b) Determined that we need to figure out what businesses actually want. Do they want or need more exposure? Do some need it and some not? Do we need to differ between businesses and craftspeople?
 - c) What can we do for businesses? Advertising in the Currents and on the Town Website. Displaying them at community events. Other things?
 - d) We are able to reach out to businesses listed.
 - e) Decided to reach out to businesses on the list to gauge interest and ask them what would be helpful - gather data.
- 3) Discuss events calendar
 - a) Agreed that residents mostly learn about events through reading the Conway Currents and seeing notices posted at Baker's store, the post office, Neighbor's gas station, and road signs.
 - b) Discussed advertising options including an online presence on the town's website and Facebook page (maintained by Laurie Lucier), the Conway Currents, and/ or other outlets such as the Greenfield Recorder
 - c) Mike mentioned upcoming events he's planning: 'Cowboy Narratives' in March, road bowling in late April, a covered bridge dinner, and the Chesbro Challenge. Several events are dependent on good weather.
 - d) Veronique reviewed the annual budget for Currents: 6K for postage, supplies, and mileage.

Ideas discussed for future meetings:

- Question: if advertising events is approved for Conway's website and Facebook page who will be responsible for deciding what is mentioned and how?

Action items:

- Veronique to provide map of Conway from Assessors.
- Veronique will ask Selectboard about including community events on Conway's website (there is no budget for a separate website).
- Veronique will find out how much different options cost for advertising for events annually or quarterly in the Conway Currents as special editions or an insert.
- Geoffrey and Mike will draft an announcement for the Conway Currents about the Shires and the creation of the Conway CEDC and share with the committee.
- Mike will send everyone a list of calendar events along with preparation needed for them to start getting local business sponsors for this year's events.
- Mikayla and Eileen will connect about organizing a list of Conway's businesses, and reaching out to find out directly from them if and how the CEDC can best support and help them.
- All 5 CEDC members will see Laurie Lucier to be sworn-in as official representatives of Conway and take conflict of interest training through an online class.

Next meeting: Thursday, February 24, 2022 at 3 p.m.