

MINUTES WILMINGTON ECONOMIC DEVELOPMENT
COMMITTEE November 20, 2019 Wilmington Town Hall
Room 9

Meeting called to order by Chairman Champoux at 7:15. A few members running late but a quorum reached. Suzanne S agrees to take minutes. Present: Mike Champoux Greg Bendel Carol Boisvert (arrived a little later) Nancy Vallee Suzanne Sullivan Valerie Gingrich Robert Oliveri First item on agenda: Motion to approve minutes from 9/25/19. Made by Greg B with one change on 2nd page paragraph one by Valerie G clarification on comments re: retail/office. Seconded by Nancy V voted approval, unanimous.

Second item on the agenda: Discussion about Pat G letter to businesses introducing the EDC, who we are, what are our goals and we are here as a resource if needed. Still no response to letters and follow up emails Pat G. sent out the 7th or 8th of November. Discussion: What to do next? Nancy V. notified the committee that she did run into the owners of Sir Speedy. She took the opportunity to introduced herself and briefed him on the committee and what we are/do. She let him know that the committee wants to help and be a resource if they need any help in the future. The response was not overly enthusiastic but hopeful and a step in the right direction. Mike C, thanked Nancy for taking the lead and reaching out. We all agreed follow up and more discussion needed on our next steps.

Third item on the agenda: Resident Survey. Much discussion on this topic. Carol B went over each question she reworked on the survey incorporating the edits from last meeting. Some survey questions received several more tweaks, a couple were eliminated and most were put in different order. Carol B believes using "Why Wilmington" as a guide to help our processes is a good idea and maybe we should incorporate/work it into the introduction of the survey. Consensus was yes although different purposes but definitely value in both. Ultimately the committee decided to use the mission statement at the end of the survey. Some of the issues discussed; Greg B: It will be good to have some data to focus on. Carol B: We should have multiple vehicles for people to find out about the surveys. Greg B: We should let it "sit" out there for as long as we can to get as much participation as possible. Valerie G: She can easily put into Survey Monkey. There was concern with several members about making sure people, especially the elderly have access to survey that do not use the internet or social media, other options were then suggested. Val: The Open Space Survey was just finished using Survey Monkey (SM) and the response was pretty decent, about 437 people responded and SM makes reviewing and analyzing the data fairly easy. Paper surveys were also available at the Town Hall etc and about 50 were done manually.

Discussion on what would be the basis of a proactive message? And how specific do we want the answers to be?

Mike C. spurs and guides conversation re: What is the purpose of the survey? What are we trying to accomplish? And how will the survey help in developing and implementing action plan? To him, and the rest of the committee agreed, the purpose is to gage what the community wants

to see for economic development and we need to have the community input to be able to do so, so it is not what the committee's vision might be alone but more importantly what the public envisions. Nancy V: So yes maybe we do want in have some of the questions to be very specific right down to the type of store/business. Valerie G: SM has a word cloud that can actually tally some of the written responses in the "Blank" spaces so no worries there to tallying the individual comments. Much discussion by all members on how specific to get with the demographics of the responders, especially age and income. The committee settled on the idea that it might be important to know as much as we can know about the demographics. Maybe the more the better because it just might be of value and we just do not know how at this moment. It might also be of marketing value to potential or even current businesses. Consensus also was to add a two prong Question: "When thinking of economic development in Wilmington what are our : 1. strengths 2. weaknesses"? Nancy/Carol suggests/discuss putting mission statement on the end of survey. Mike C. Committee will review at next meeting and hopefully finalize survey for release. Considering the late hour and the time it took to review and discuss the survey the remaining agenda was tabled until the next meeting. After reviewing schedules the next meeting is scheduled for Jan. 9th 2020. Some of the remaining time was spent discussing what we will present to the public and how, websites, town hall, social media, and press etc. Motion made to adjourn by Robert O. seconded Greg B. voted unanimously.