

TOWN OF WATERBORO

Economic Development Committee

MEETING MINUTES

Thursday January 6, 2011

Roll Call

Chris Binette, Tom Ursia, Roger Lauzier, Sue Rocray, TammyJo, Doug Foglio and Diane Gray

Meeting called to order by Chris Binette at 4:00 p.m.

Approval of Minutes

Minutes of December 30 , 2010-motion to accept by Roger second by Chris passed.

Old Business-Budget

Discussed budget for next year. Changed a few line items to be more specific on certain requests. Doug brought up the Maine Aggregate Association and mentioned we should look into this newsletter and possibly subscribing, in regards to the budget. Further discussion on choices for periodicals and subscription purchases to follow. Leo motioned we accept the budget request, Sue seconded, budget request passed and forwarded to Pam/Nancy.

New Business-Organizations and Advertising

Chris brought up the publications and prices of a few of the magazines and papers that we may be advertising in. There was discussion on who is responsible for these types of ads, EDC or WAB. TammyJo volunteered to design a "buy local " brochure, she will email it and discuss at next meeting. No monies were obligated for advertising.

Different trade organizations were discussed. Tom suggested we definitely join the Maine Innkeepers Association, we had previously reviewed this group. Motion to apply to group made by Diane, Leo seconded and was passed, Tom to fill out paperwork and application for EDC. Portland Guide ad due by April 30th. Exact cost questioned, and discussion tabled until next meeting. Discussion continued in regards to what publications really advertise towns/cities and what they have to offer a site locator or company. Members are to do research on what they prefer to advertise in and what the ad would be. Road counters were discussed as a possible item to be purchased by EDC as this information is valuable and needed for companies looking for a site. Road committee has them, could we use those? Will need to wait until spring or when we have a couple of non weather event days to utilize.

A motion by Sue to adjourn, seconded by Leo, meeting adjourned at 5:43 p.m.

Respectfully submitted

Diane Gray