

Littleton Economic Development Committee

Monthly meeting – 18 May 2023

Attendees:

- Committee members: Ray Nash, Vanessa Strong, Russ Kuperstein, Shannon McNulty

Meeting convened at 7:12pm

Meeting adjourned at 7:52pm

Items discussed

- Welcome new members
- Approval of minutes from last meeting (April 2023)
 - o APPROVED
- Social media update
 - o Last post was real estate listings
 - o Encourage people to like/follow the Facebook page
 - o Likely will add Instagram in the future, but not yet
 - o Business-focused posts ... we can target a few at first, but then we can offer a google form to businesses to fill out, so that we can promote them
 - Name, industry/style of business, location, photo/graphic
 - o It would be great to know about new businesses also, so that we can help promote them when they start to open up
 - o It would also be good to know when special events are coming up for businesses, so that we can help promote them when they happen
 - o Next step is:
 - Review LBA website:
 - Each committee member picks 5 businesses to target, emails the rest of the committee which those are, so we don't overlap
 - Contact the businesses, ask if they want to be included in our promotion efforts
 - Pitch: Free advertising, will post it multiple times
 - If they do, information to collect is:
 - Name
 - Location / contact info
 - Nature of the business
 - Interesting fact/item they owner wants the public to know
 - Picture
 - If we get full info, then we share that with Shannon, who will populate Google form
- Sewer update – funding, etc.
 - o Skipping agenda item due to absence of Chuck DeCoste
- Website – real estate openings posts?
 - o Was posted to EDC Facebook
 - o Not sure if/when it will be added to the website, but that is in-progress
- Reaching out to neighboring town
 - o John has requests into Hudson, but has not yet heard back
 - o More updates to come – planning to follow-up with Hudson soon

- New business
 - o Formally recommended Tatiana Scott to join EDC committee – will be voted on by town soon
 - If approved, will be added to future meetings
 - o Next meeting, add agenda item for research on similar towns & their economic standing
 - Russ is working on this item, and he will have findings to share
 - We'll be able to use this data to help identify common items that might help inform our activities as a committee for Littleton development
 - o Contact made with LBA
 - James Kennedy responded, offered to join a future meeting – will get him invited to future meeting, and put it on the agenda (June potentially)
 - o Survey homework from last meeting
 - Repeat this homework assignment for next meeting, and will make it a specific agenda item in next meeting
 - This also emphasizes the importance of getting more people to follow/like our social media site – we need followers in order to make the survey effective
 - o Agenda for next time: EDC website – lots of data is not updated, need to discuss this
 - o Town almanac update: seems like the person who creates them is focused on only a few towns near Norton ... will follow-up more at next meeting
- Next scheduled meeting: Thursday, June 15, 2023 7:00pm