



**TOWN OF
BROOKLINE, NEW HAMPSHIRE**

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**Brookline
Economic Development Advisory
Committee**

Tuesday July 16, 2013 meeting
6:30 pm – Town Hall Meeting Room

Attended the meeting:

Susan Adams, Resident
Donna Marsh, Resident
Tad Putney, Town Administrator

John Carr, Selectboard
Valérie Rearick, Town Planner

Also Present: **Rich Vertullo**, Recreation Commission

Preparation for Upcoming Events

Old Home Days, Aug. 22 – 25, 2013

Rich joined the Committee to discuss preparation for the Old Home Days and more particularly potential businesses and vendors attending the town event.

Rich said that advertizing was important and usually it is done in the Hollis-Brookline Journal and The Brookliner. Also the Carnival posts signs around town and surrounding communities.

Valerie said that she put together flyers, cards, hand outs what would also advertize the Old Home Day. Everyone received copies for review and comments. The EDC is going to have a booth during the event and would like to attract other local businesses. Additionally, advertizing the Old Home Days would be done through the Souhegan Valley Chamber of Commerce since the Town is now a member. But, we have the July 19 deadline to submit an article for their August newsletter. **Tad** said that the EDC would like to help the RC to attract more people and we could work together on some things.

Rich said that he has been very busy and the RC has an extra meeting tomorrow to work on the schedule, tournaments, etc.

We discussed the day that would be open to vendors and businesses. **Rich** said that typically, it is on the Saturday. The other days are more for sport tournaments, games, etc. Participation fee is \$50 for people who have a booth to advertize their business. For vendors it is a fee based on their sales.

So, Saturday August 24th will be for businesses and Vendors. **Rich** said that is was first come first serve and one of the RC members would be at the Ball Field at 8 am to direct exhibitors. The EDC will have their booth open from 11 am to 3 pm that day.

Rich said that he would like to meet with Tad to talk about the schedule, probably at the beginning of next week. He will also call Tad on Thursday about a small article to be printed in the August Chamber of Commerce newsletter. He needs to discuss it with other RC members tomorrow and come up with something. Everyone thanked Rich for taking the time to meet with the EDC.

The Group continued discussing preparation for the Old Home Days as well the Business Expo in the fall.

Donna said that she could make copies of the tri-fold hand for 15 cents per copy. All agreed that using a sturdy paper as the one Valerie used for the sample would be great, using the same color as well. **Tad** stated that the town budget should allow for some money for paper to make copies. **Valerie** will email Donna with the .pub format. Donna will make 250 copies to be used for both events.

Valerie will reach out to all EDC members about the date and time and see who is going to be there on August 24 and work on a schedule.

We discussed the list of other documents and items that would be useful to have such as list of available commercial properties for sale, rent or lease. **Valerie** has a list that she will email to **Donna** so she can see if she has other properties to add.

Donna also offered to contact the Hollis-Brookline / Telegraph to have the larger flyer inserted into newspapers for distribution. **Val** will send her the contact information for the newspaper along with the .pub flyer after she and Tad review the hand outs.

Banner – **Tad** said that at the last meeting Gale mentioned someone who might be able to help us with a banner. Gale provided contact information. **Tad** said that he would like to contact that person.

All agreed to have something simple with only the Town Logo – Brookline Economic Development – and a “motto”: *“Committed to Support the Success of Both Current and Future Businesses in Our Community”*

Valerie suggested starting working on a newsletter / annual report. It would be inserted in the Town Report, available on the website, etc.

Tad said that the EDC has quite a list of Action Items. We probably should concentrate on the Old Home Days, The fall Business Expo, meeting with business owners for now.

On-site meeting with Business Owners

Valérie has been in contact with Neil Stone and he is proposing a meeting on Tuesday July 23 or Friday July 26 – Both days at 10 am. She will email all EDC members to see what day work best for them and will confirm a meeting date with Neil. She also has emailed Paul Andres but has not received an answer yet.

Next meeting will be held on Tuesday, August 6, 2013 at 6:30 pm at the Town Hall.

Submitted by Valérie Rearick