



TOWN OF BROOKLINE

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Economic Development Committee Minutes – October 29th, 2019 – 6:30 pm

Present: Tad Putney, Eric Bernstein, Donna Marsh, Eddie Arnold, Gerrell Smith & Valerie Rearick (via phone)

Minutes

The Committee approved the September 24th, 2019 minutes as corrected.

Debrief on Meeting with Chamber of Commerce on Oct. 15th

Tad reported that about 2 dozen people from Wilton, Milford, Brookline, Hollis, and other surrounding towns attended the meeting. He said the Jay Minkarah, the Executive Director of the NRPC was the main speaker. Among other items, Jay talked about potentially expanding Nashua bus service down Route 101A to the Milford Oval. Tad said Wilton has a dynamic group that is focused on assisting with the economic development of their center of town. The group agreed to have quarterly meetings and Tad said he would inform the group once the next meeting date is set so members could attend, if desired.

2020 Bridal Show - Conference Call with Jay Bishop

Tad gave some background to the Committee. Jay has been the principal organizer of the 250th parade. He owns 2 bridal shops and he would be a great resource for the bridal show. Event Central is the name of his company.

Jay Bishop joined the meeting via phone and offered some advice on how, when and how long to run a bridal show in order to be successful. He has lots of contacts including radio stations, wedding professionals, etc. that would be interested. One of his contacts (Kathy Green) is interested in organizing our bridal show, which would minimize the time required of EDC members. Jay said that Kathy is interested in producing the show. He noted that the facility typically provides the venue at no cost to Kathy as a way of getting exposure for a potential wedding. We would need to contract with Kathy as the producer. Jay also discussed the cost of renting a "booth" during such event and it can go up to \$1,600. He said other bridal shows are usually on Sunday or Wednesday night.

We discussed having a mini brochure with preferred vendors.

We are looking at a late November or early December event and Jay said that Kathy Green would be looking at scheduling her fall 2020 shows in early December of this year.

Next step: Tad will contact Kathy and Ron about the booth capacity and their willingness to provide the venue at no cost. Then we can reach out to Kathy Green regarding scheduling a date and putting her in touch with Ron and Kathy.

Welcome Signs

Tad shared the estimate for improvements for both signs: add white highlighting lettering around the "Welcome" and "Business District" text, replace the posts with white ones and raising them (and the sign) by

2 feet. He said, according to the proposal, it would cost about \$150 to just add the highlighting and notably more to change the posts.

Updates on Businesses

Tad said a video was made at Pure Food and Drinks new store on Main Street and it is now playing on channel 192.

Business Association

Gerrell has contacted several businesses and they are interested in participating in a Brookline Business Association. It was agreed the next step is to organize a joint meeting between these businesses and some members of the EDC. We could potentially meet at The Alamo (they are closed on Monday and Tuesday). Gerrell said that he was taking the ownership of organizing the joint meeting with just a few businesses to start.

Adjourned at 8:20 pm – Next meeting: Tuesday, November 12, 2019 at 6:30 pm

Submitted by Valerie Rearick