

## ECONOMIC DEVELOPMENT COMMISSION

Meeting of OCTOBER 11, 2018

Libby Borden, Sue Frisch, Larry Hannafin, and Kathy Williams, Bill Brown, Peter Anderson. Alternates: Jon Riedeman, James Nelson. Guest Sally Hannafin, Matthew Riiska, Wendy Roberts and Kristen Perlman

Chairman Libby Borden called the meeting to order at 5:35 pm.

Minutes of the September 13, 2018 meeting \*m/s/p with the following corrections: spelling of Charrette and changing the "is doubt" to "in doubt". Also the amount approved for the "Hills" magazine was \$150.00 for one fall and winter edition.

Libby proposed to continue as Chairman with Bill Brown to co-chair and run meetings.

Larry brought up the issue of items discussed that were not on the agenda and it was agreed that a  $\frac{2}{3}$  vote would be added to the agenda in the future. Next year meetings will be started at 5 p.m.\*M/S/P:  
Bill/Jon

Weekend in Norfolk reports from guests:

Wendy Roberts of the Mountain View Inn reported 2% stayed at inn knew about WIN, promote local items of interest. Paid google searches for keywords has diversified her more guests.

More exposure of WIN to get the word out. Need sidewalks, tours with guides and shuttle buses.

Jim Whitney, Western Connecticut Convention & Visitors Bureau reported on a survey done for the past three years. A copy is attached.

Kristen Perlman of the Manor House reported they got a mixture of clients. Social media did help, but not a lot to do in town, bicycles were offered this year but walking was primarily done.

Matt reported: Mountain biking is being promoted, a pumpkin fest this weekend, the 27th Tour de Forest.

Bill reported fiber optic network would be forthcoming,

Sue reported on the purpose and objectives of WIN that were intended to showcase Norfolk.

Help is needed for WIN, one for management, two for fundraising, more people for support services, ambassadors, help with social media and liaisons for town businesses, tour guides and more donors. She did get some volunteers.

Respectfully,

Phylis Bernard

\*Motion/Seconded/Passed