



**TOWN OF NORFOLK  
ECONOMIC DEVELOPMENT COMMISSION**

**March 12, 2020**

**5:00**

**Minutes – DRAFT**

Present: Libby Borden, Bill Brown, Sue Frisch, Larry Hannafin, Marie Lowe, Tom McGowan, Jim Nelson, Kathy Williams

Absent: Pete Anderson, Jon Riedeman,

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Libby called the meeting to order at 5:00.

The minutes of the meeting of February 13 were approved.

Sue Frisch added an agenda item about tourism.

Libby presented a current copy of the budget and actual. The EDC will issue a check for \$2,000 to WIN and then will have a balance of just over \$2,500 for the remainder of the year. The EDC will again send out solicitation letters for WIN.

Jim Nelson spoke about the marketing that NSMF is engaged in to increase the summer audience. He said the emphasis is on education, music, quality and Norfolk. Both print and social media will be used. Banners will be installed on the estate along Route 44. He also said that NSMF is very much in line with Norfolk's POCD.

Tom Fahsbender, chair of P & Z, led the commissioners through the items in the POCD that pertained to the EDC which the EDC will prioritize. Tom said he is working on an online spreadsheet to keep track of the POCD's action items.

Sue handed out a sheet from the Western Regional Tourism District encouraging board members to contact Storytellers and One Eleven about local events.

WIN had a successful winter weekend. The summer WIN will be on July 31, August 1 – 2.

Larry handed out the Traffic Calming Report. Matt said the speed signs will be restored for Botelle School.

Tom encouraged the commission members to advocate for the Train Campaign.

The meeting was adjourned at 6:10.

Libby Borden

