

Northfield Economic Development Committee Minutes

July 25, 2012

7:00 pm @ City Hall

Attendees: Jim Travagline, Debra Albuquerque, Joe Massari, Adam Gilman, Rich Baehrle and Lisa Brown City Council Liaisons.

Absent: Pat McCarthy

The committee voted on officers :

Joe Massari began the nomination for president. He nominated Jim Travagline for and Adam Gilman Seconded. Jim Travagline accepted and the committee voted unanimously in favor. Lisa Brown mentioned that if Jim Travagline, who is running for city council, was to get elected in November 2012 he would have to step down prior to being sworn in as a City Councilman. Joe Massari asked how we would transition to a new president. Lisa Brown responded that the committee would vote on a new president the first meeting in 2013.

Next, the committee voted on:

Vice President... Deb Albuquerque

Treasurer Joe Massari

Secretary Pat McCarthy

Jim Travagline brought up that in last meeting we discussed getting together the second Tuesday every other month Lisa Brown mentioned that Council met on Tuesday. James Travagline suggested 2nd Wednesday. A motion was placed before the committee that the second Wednesday of every other month at 7:00pm will be official meeting of the committee. Joe Massari seconded. It was voted on and passed unanimously.

The meetings for 2012 will be as follows:

Sept 12th Wed @ 7pm

Nov14th Wed @ 7pm.

Jim Travagline will call Mary Canesi to confirm.

It was also noted that the president will forward, via email, to all committee members an agenda 7 days prior to every meeting

The committee discussed what their first objectives should be:

First topic of discussion was about the slogan "Gateway to the Shore." Jim Travagline thought a gateway is something you move through rapidly and don't stop to shop or enjoy.

Rich Baehrle talked about possibly changing the slogan or even modifying it.

Joe Massari thought Tilton Rd can be improved upon when it comes to business friendly environment.

Jim Travagline brought up the idea of incorporating the signage of the community.

Adam Gilman agreed and wanted the companies to be tied in for all those traveling through to stop and make sure we stress a local aspect for the businesses as well.

Joe Massari stresses cross marketing and print marketing. An example was given

Rich Baehrle looked back to the idea we had last month with a Stockton intern and getting a questionnaire out to the businesses.

Jim Travalgine wanted to tie Birch Grove into the marketing ideas.

Debra Albuquerque stated the questionnaire should be presented to the business owners making sure we receive a strong response.

Rich Baehrle is in charge of the Intern.

The committee is going to think of questions for the intern to be put on the questionnaire.

Jim Travagline mentioned going more high tech with signs putting a phone app on the sign that would drive people to the city web site. The committee discussed expanding the city web site to include a section that listed local business.

Lisa Brown mentioned that the committee still had one opening that needed to be filled. Rich Baehrle thought we needed someone with more Tech experience. He stated he had someone in mind and would look into it.

The meeting was adjourned @ 8:20pm.

These minutes have been submitted by Jim Travagline.