

ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING

April 8, 2024

Present: Chairman Brian Watson, Polly Pobuda, Shelley Lloyd, John Burdick Evelyn Bushey, Anita Barden

Absent: Jack Casey, Bill Baxter, Sabrina Stout

Members of the Public: None

1. **Call to Order 7:00 p.m.**
 - a. Seating of Alternates- None
2. **Public Comment on Agenda Item- N/A**
3. **Approval of Minutes-** John made a motion to approve the March minutes. Seconded by Elaine. Polly, Shelley, Evelyn, Brian, John voted to accept. Anita abstained. Motion passed.
4. **Tourism Website-** Greg is doing SEO work behind the scenes. Brian discussed QR code poster design and layout of this with Greg. This will be further discussed at a future meeting. An Instagram account will also be developed. Polly inquired whether there is an events venue section on the website. Brian will ask. All would like to see metrics regarding usage of the tourism site. John reported he has heard positive feedback on this website. Discussion also took place regarding maintenance update costs in the future for the tourism website. This will be reviewed at a future date.
5. **Photo Contest-** There have been submissions for the photo contest. Brian will send pictures via a google drive. EDC members can review, and send him their top choice for each season.
6. **Banners and Brackets-** We currently have hiker, kayaker, skier, bike rider, fisherman, vegetables. All agreed we should add pumpkins, summer flowers, ice cream and Christmas trees. Places for these could be on 219 by the library, and on main street, to be determined. Shelley made a motion to allocate up to \$2500 to purchase 2 each of the above banners, and brackets. Seconded by John. Passed unanimously.
7. **Riverfest.** John has a group interested in researching this to be done in 2025. He will report back when he has more information to share. Polly hoped that the fishing derby could be part of this.
8. **Other Business-** Anita suggested we get signs with the tourism website to be placed on each Welcome to New Hartford sign. Brian will reach out to Jeremy for pricing and sizing.
9. **Motion to adjourn-** Polly made a motion to adjourn. Anita seconded. Passed unanimously. Meeting adjourned at 8:05.

Shelley Lloyd, Interim Secretary, Economic Development Commission

