

Cornwall Economic Development Commission

Meeting Minutes

10/26/21 @ 7:30 p.m.

Via Zoom

The meeting was called to order at 7:30 pm.

In attendance: Janet Carlson (Chair), Priscilla Pavel, Duncan Webb, Jane Herold, Richard Bramley, Richard 2021. Gordon Ridgeway, Simon Hewett, Arnon Fischer, Kate Ward. Guests: Michelle Shipp, Neil Fruanglass, Bill Berry, John Sanders and Gary Steinkohl.

Minutes approved from Sept meeting

Reports

P&Z update – Gordon reported that plans are progressing and the next big hurdle is trying to get budget confirmed, pending federal government support. Vote likely in the Spring.

Housing update from Gordon: Good attendance of 55 people at recent forum. Committee met and revised plan. Next public hearing on December 8. Some parts of plan already have strong support, including expansion of accessory apartment rules and the plan for housing advocacy committee. Housing costs are going up, so there is much work to be done.

Buy/hire local campaign. Janet reported on plans for poster stickers and local print ads. Discussion on importance of defining “local” – can we get people in surrounding towns to come here to buy local. Should we consider “Buy Cornwall.” Can we push Cornwall as a four-season destination, and potentially “Buy Local and the Local.” But don’t forget Cornwall Bridge.

Budget for next year:

- Buy/Hire Local - \$1,000.00
- Wifi in Cornwall Village - \$1,500.00
- Christmas display/event - \$1,200.00
- Radio spots - \$500.00
- Cornwall website - \$900.00
- Left to spend: \$900.00

Other spending options: XC trails map too soon to budget. There is a great Northwest Corner map of all walking trails published by COG. There are roads in State forest that could be used for XC. Duncan will follow up on the idea of a map.

Discussion on cost of wifi in various parts of Cornwall

- Potential use of repeaters to extend reach in each area

Website committee would like \$900 for website and \$300 for social media in the coming year.

Christmas display budget discussed and increased slightly.

Live radio spots also discussed.

Consider advertising for a restaurant in Cornwall coordinated with opening and perhaps in the Spring.

Motion made by Richard Bramley to approve Buy/Hire, Christmas display, website committee request and holiday radio spots elements of budget, which add up to \$5,100.00. Seconded by Priscilla. No further discussion. Motion passed.

Discussion on future budgeting process. Year begins July 1, so budget should be ideally set by the Spring. Kate and Janet will begin working up preliminary budget for next year. Gordon noted that budget due to Selectmen in January, at least in broad categories around a basic plan.

New ideas:

- Promote high speed wifi as part of Buy/Hire
- Maybe combine ski and trail maps

Public comment:

- Michelle Shipp – Union only open two days a week. Could it be open more days?
- Neil – Would be happy to help out with strategic planning effort
- John Sanders - We are starting to work on bike trails, let's get together
- Bill Berry – Thanks for the opportunity

Next meeting to be on November 16 at 7:30PM rather than normal meeting on 23rd.

Meeting adjourned at 8:39PM