

Cornwall Economic Development Commission Meeting Special Meeting

12/22/21 @ 7:30 p.m.

Via Zoom

Initial Business

1. The meeting was called to order at 7:30 pm by Chair Emeritus, Janet Carlson.
 - a. New members Bill, Mare and Gary were welcomed to the Board.
2. Minutes from the November meeting were approved.
3. Communications - none

Presentations

1. **Oscar Anderson gave a brief presentation on why he wanted to join the Board - he has marketing and social media expertise to offer. The Board unanimously voted to send a recommendation to the Selectmen to add Oscar to EDC.**

Reports

1. Promoting Cornwall - Janet gave a quick overview on the success of both the Buy/Hire and the 12 Days of Christmas promotions, which were done on radio spots and via social media advertising, boosts and organic posts.
2. 12 Days of Christmas - Bill/Bianka - Very successful event from all viewpoints. Did press releases, FB ads/posts, an ad in the Lakeville Journal and radio spots with promotional banners. Great traffic.

Unfinished Business

1. None

New Business

1. Officer Elections
 - a. Nominations were made for all positions, votes were cast and the results were:
 - Simon - Chair
 - Bianka - VC
 - Gary - Treasurer
 - Duncan - Secretary
2. Schedule for 2022 - Everyone agreed on the 4th Tuesday of the month at 7:30 pm.
3. Goals for 2022 - Ideas
 - a. Buy/Hire Local Campaign - run through January, in Spring with new businesses
 - i. Radio spots for Spring
 - b. Create a summer event (food trucks, music, art)
 - c. Develop free Wifi in Cornwall Village
 - d. Support BOS in attracting new business/residents to Cornwall

Note: These will be discussed and voted on in the next meeting with the new leadership - bring ideas!

Public Comment

None

Announcements Next meeting is on January 25th at 7:30