

Meeting Minutes: EDC Events Sub-committee Meeting 5/31/22

In-person meeting on: Tuesday, May 31, 2022, 5:30 pm

Location: The Union, West Cornwall

1. The meeting commenced at 5:35.
2. A motion was made by Bianka Langner Griggs to approve meeting minutes from 4/21/22. Seconded by Bill McClane seconded. All were in favor.
3. Sub-committee discussed the issue raised at the last EDC meeting of having the July 30th Cornwall Days event include Cornwall Bridge and West Cornwall. Jane Herold shared that several businesses she spoke to in Cornwall Bridge were in favor of both commercial centers participating in the event on the same day.
4. A motion was made by Jane Herold to approve that the committee would recommend to the EDC that the July 30th Cornwall Day event would include businesses from all of "The Cornwalls." Bill McClane seconded. All were in favor.
5. The sub-committee reviewed a list of local businesses and assigned committee members to communicate with business owners to encourage participation.
6. Committee discussed budget needs. The committee is recommending the following budget, to be presented to the EDC:
 - a. \$100 for printing postcards
 - b. \$400 for printing posters and lawn signs
 - c. \$200 for a test of paid social (boosted posts/ads)
7. Neil Frauenglass volunteered to create the printed materials to be presented to the EDC for approval.
8. Mare Rubin volunteered to reach out to the Cornwall Chronicle to include an announcement for a "Brief" that will be presented to the ECD for approval before printing.
9. Meeting adjourned at 7:19.