

Economic Development Committee - Minutes July 16, 2009

Acton Town Hall
Room #204

Attending: Doug Tindal, Nick Francis, Kristin Alexander (staff), Terra Friedrichs, Ann Chang, Nancy Dinkel, Leigh Davis-Honn, Dick Callendrella, Joe Ianneli, Chris Pappas

Meeting called to order at 7:08 PM

Doug Tindal discussed about the Morrison Farm property owned by the Town of Acton. This is a great piece of real estate that may house future Town of Acton's departments. This may help maximize the highest and best use for the building located on the property. In addition, there should be an alliance formed with the Conservation Commission on this particular property.

The Farmer's Market on Pearl Street in West Acton seemed to be a great success. There was a citizen that did not approve.

Discussion was on the Wave Project in West Acton. It seems that work has commenced.

Leigh Davis-Honn, project leader of Marketing and Tourism, was the presenter on the subject of marketing. She will seek to use Nick's demographic information to create a marketing strategy. Use of links on the Town of Acton's website for visitors enhances recognition. The Town of Acton's website should be a bulletin board for benefits to businesses looking to establish in Acton. Use of the demographics information would be able to assist certain businesses and consumers that may benefit with the economic environment in the Acton area.

The consensus was that the EDC reaches out to the Middlesex West Chamber of Commerce for assistance in a dialogue between the local businesses and the EDC's marketing project. Local businesses would be asked as to what they would like to see from a marketing standpoint, promoting Acton with local businesses in mind. Is tourism viable in Acton? The neighboring towns of Lexington and Concord have a large tourism industry every year, with thousands spent by consumers. Can the Town of Acton achieve such a success? Through the Chamber of Commerce, supported by local businesses, will be an empowerment of the EDC's efforts.

The next EDC meeting will be 8/6/09.

Meeting Adjourned at 9:25 PM.