



Economic Development Advisory Group

Meeting Minutes

Tuesday, March 2nd 2021

3:30pm-4:30pm

Virtual Meeting

Opened meeting at 3:30pm

Attendance: Dennis Ahern, Garrett Quinn, Julia Chase, Pam Bathen, Alan Macintosh, Beth Reynolds

1. Review of Zen Family Dental business incentive application for sign and façade improvements. Applicant applied for the sign and façade reimbursement grant. Applicant requested \$3,953.57 for sign and façade improvements to place a new sign located on the front of the building facing Main Street. Business is located at 5 Homer Ave. This amount is half the total of the lowest quoted proposal for the work. The applicant will invest over \$3,953.57 to complete the work. Applicant met all requirements required in the rules and regulations. J. Chase made motion to recommend application for the sign and façade grant, G. Quinn seconded. Vote was unanimous to move forward and recommend the grant to the Select Board.
2. Group continued to discuss the timeline of applications being submitted to the group. Recently applications were submitted after the work had been completed. The group looked at the application and discussed adding in “All applications must be submitted before retaining a vendor to complete the project. Applications will not be accepted if the project has already been completed.” Members of the advisory group advised Beth Reynolds to amend the application as noted.
3. Group discussed the new Facebook page: Ashland Biz Buzz. The page is focused on supporting businesses in town by sharing news and information that support the businesses. This page is designed to connect businesses with consumers.
4. Ashland Deals and Steals is a new platform on the town website that provides free marketing to Ashland businesses.
5. Group discussed opening The Corner Spot for the 2021 Season and the group agreed we should start to get back to in person functions and start bringing in pop up shops again. The Corner Spot committee will begin to plan again for the next season.
6. Business climate discussion during pandemic revolved around grant opportunities still available and how businesses were fairing. Group was glad to hear that we have not lost any businesses due to the pandemic although many still struggled to remain open.
7. Reviewed Minutes from 7/31/2019, 8/23/2019, 9/25/2019, 11/26/2019, 1/8/2020, 2/12/2020, 3/11/2020, 10/8/2020, 12/3/2020. D. Ahern made a motion to accept all past minutes. P. Bathen seconded the motion. There was no discussion. Vote was unanimous.

Meeting adjourned at 4:40pm.

Respectfully Submitted,

Beth Reynolds

Economic Development Director

Town of Ashland