

ASHLAND ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES

June 26, 2014

4:00 pm

Ashland Fire Station

Steering Committee Members Present

Susan MacLeod, Jill White, Cheryl Cox (Planning Board ex-officio), Steve Felton (Board of Selectmen ex-officio)

Ad Hoc Committee Members Present

Scott Stephens (Plymouth Regional Chamber of Commerce)

Others present

Tara Leonard, Rick Ash, Fran Newton, David Toth, Jane Felton, Norm DeWolfe, Kendall Hughes

Primary Meeting

The first meeting of the Ashland Economic Development Committee was called to order at 4:00 pm by Steve Felton. Steve gave an overview of the process including the structure of the steering committee, ad-hoc committees and subcommittees.

Officers

The first order of business was to elect a chairperson. A motion was made by Steve Felton to nominate Susan MacLeod as chairperson. The motion was seconded by Jill White. The vote was 4-0 in the affirmative.

The remaining officers will be selected when all five steering committee members have been appointed. Ex-officio members cannot be officers.

Mission

The mission statement was read aloud by Chair MacLeod. An enthusiastic discussion ensued.

The major areas of discussion were:

- The need to complete asset mapping. This process will identify all advantages Ashland offers, including but not limited to:
 - easy on/off access to I-93
 - town water and sewer
 - municipal electric
- Determining Ashland's "identity" (Rick Ash)
- The importance of involving Ashland businesses and citizens in this process

To include as many people as possible in the process, it was proposed the committee organize an economic development forum and invite all Ashland businesses and interested citizens to attend. To prepare for the forum the committee will create questionnaires to gather

information. The Ashland Master Plan and the 2011 Charrette Report will be referenced to help in developing appropriate questions. The questions developed will be reviewed at the next meeting. The date for the forum will be decided at a future meeting.

Tara Leonard, owner of Wholly Tara, discussed how many of her customers see her store as a destination and will frequent other businesses when they visit her store. She shared many ideas on marketing the appeal of Ashland. Tara volunteered to create a Facebook page for the committee and Cheryl Cox volunteered to help maintain it.

The meeting was adjourned at 5:40 pm. The next meeting will be held on Tuesday, July 15 at 6:30 at the fire station.

Minutes submitted by Cheryl Cox