

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
July 12, 2022

PRESENT: Chairman John Allen, Commissioners Hank Teskey, Richard Juel and John May

Also present: Tom Hollinger

Guest: Carrie Allen

The meeting was called to order at 6:30 p.m.

All stood to recite the Pledge of Allegiance

Minutes of June 14, 2022:

- A motion was made by H. Teskey, seconded by R. Juel to approve the minutes of June 14, 2022 as submitted. The motion carried unanimously.

Guests:

- C. Allen was in attendance to discuss how to communicate or inform the public of all the wonderful events happening in Clinton
 - Suggestions made were:
 - Utilize Facebook, Town Website, Instagram and the electronic town sign
 - Have a calendar with all the events on the Town Website
 - Employ an individual or company to manage the town's communications
 - Consider putting ads on Facebook announcing some of the events

Old Business:

CMC:

- This item was tabled

Rivercog Regional Marketing Task Force:

- A marketing consulting firm has been hired to develop a marketing plan for the Rivercog area
- Clinton will have a section within the region's marketing campaign to promote Clinton's brand

Clinton Videography Project Status:

- Tom Foster, with the help of Morgan student Iris Dunham, is developing "Talk of the Town"
 - These are 30-to-40-minute interviews with town leaders, events, sports, etc.
 - These will be placed on the Town's Website as they become available
 - Suggested an Intro to Clinton, snippets from interviews and events, be developed and placed on the Town's Website

New Business:

Clinton Sustainability Committee:

- This is a program to encourage businesses and the general public to become more energy efficient
 - The funds available to businesses to improve their energy usage were discussed
 - The Clinton Sustainability Committee asked if the Economic Development Commission could help identify businesses that could benefit from this program

A motion was made by H. Teskey, seconded by R. Juel to adjourn the meeting at 7:10 p.m. The motion carried unanimously and the meeting was adjourned.

Respectfully submitted, Wendy McDermott, Clerk