

Economic Development Subcommittee

September 2, 2020

5:45 PM

MINUTES

Members Present: Councilors Melanie Hamblen, Glenn Jones, Andrew Bissanti, Brian Chandler

Town staff also in attendance: Town Administrator Jamie Hellen, Chrissy Whelton - Assistant to the Town Administrator, Bryan Taberner - Director of Planning and Community Development, Anne Marie Tracey - Marketing & Communications Coordinator, Alecia Alleyne - Administrative Assistant

Other Attendees: Cobi Frongillo, Lisa Piana

Councilor Hamblen called the meeting to order at 5:45 PM

1. COVID-19 Phase 3 Update:

- a. Town Administrator Hellen gave a brief update on the status of COVID-19 cases in the Town of Franklin.
- b. Micro Enterprise Grant opportunity:
 - i. A pre-screen survey will be sent out to gauge interest from local small businesses. Businesses that fill out the survey will be added to a list used by the town to distribute information regarding this grant opportunity.
 - ii. There will be a zoom information session on September 16th from 2:00-4:00pm that will answer any questions businesses may have regarding the micro enterprise grant opportunity.
 - iii. Businesses will have to do a pre-application screening, the first requirement is that your business have 5 or fewer employees total.
 - iv. The federal application should be released towards the end of September, but a concrete release date has yet to be made.

2. Market Analysis & Market Position Presentation Discussion & Work Plan:

- a. Business listening and networking sessions - the Town is trying to get the business communities, citizens and stakeholders together to provide the Town with ideas and help guide the Town's work to best benefit local businesses and address community needs, the first session is on September 30th, with sessions to follow on October 19th, November 16th, December 9th, and January 13. This will drive a big part of the work plan for the upcoming year.
- b. There will be a "Franklin First" marketing campaign - the goal of this campaign is to encourage people to buy in Franklin first, promote local businesses and commerce.
- c. The Town will be implementing the use of QR codes to help promote local businesses and attractions.
- d. The QR codes will be used in conjunction with other forms of advertisements to appeal to all members of the public.

- e. QR codes also work on TV screens so Franklin TV can use this as a way to promote the Franklin First Campaign.
- f. Franklin would like to become a complete streets community, being a complete streets community can open the Town up to other grant opportunities.
- g. Complete streets policy looks at the needs of all roadway uses, cars, pedestrians, bicycles etc. to keep everyone safe and in mind, this includes people of all ages and abilities, and does not just focus on cars.

Meeting Adjourned at 6:37 PM