



Town of Somers
Economic Development Commission
Meeting Minutes

DATE & TIME Wednesday, 2023, September 27, 6:00 pm

LOCATION: Town Hall, Auditorium

Attendees: Jim O’Hearn, Ann Levesque, Karen Murdoch, Melissa Zelek, Matthew Beggs

1. Call to Order 6:02 pm
2. Review and Approval of Past Meeting Minutes
 - a. Approval of 6/28/22 Meeting Minutes Complete
3. Correspondence
 - a. Not much email correspondence since last meeting
 - b. Facebook health is good, 568 followers, 28 postings in the last month
4. Old Business
 - a. Directory Update – Beth has updated 98 sites in the directory. She is auditing the categories, we will be able to send messages to businesses that are using the directory
 - b. Shuttle Advertising – no news, do not have approval from DOT yet
 - c. Newspaper Publicity – a half page article appeared in the Reminder “Somers: This hidden commercial hub is revealed”; in the north Central News, 20 Somers businesses were named “Best Of” in the North Central area
 - d. NCCC Meeting – Jim spoke at a meeting of the North Central Chamber of Commerce and handed out a flyer to attendees that showcased Somers businesses
 - e. Advertising – the cost of a ½ page ad in the Go Local magazine is \$675 per issue
 - f. Business of the Month – the board will place flyers in key locations to let people know to nominate businesses; the board unanimously voted to award the first Business of the Month to Growers Direct
5. New Business
 - a. Budget Proposal – the board put together a proposed budget to forward to the BOS
 - b. Small Business Saturday – the board is reaching out to businesses to see if they want to participate in Small Business Saturday. The business must offer a discount on that day in order to participate and be on the shuttle route. Beth is looking to get bags again for businesses to give to customers with purchases, Jim is planning shuttle bus routes
 - c. Ribbon Cuttings – recent ribbon cuttings for Big Y Express and Claudettes Consignment
 - d. Business Issues – none brought up
6. Next Agenda
 - i. Next Business of the Month nominations
7. Adjournment 7:00 pm

Minutes are not Official until Approved at a Subsequent Meeting