

## **Somers Economic Development Commission Minutes of June 16, 2014**

1. Call to Order: Chairman Reed called the meeting to order at 7:08 P.M. Members present: David Reed, Rick Cheney, Bob Schmidt, Vicki Clark, and Sarah Maskill.
2. Mr. Reed discussed the need to appoint a new Commission Secretary. Ms. Clark made a motion to appoint Sarah Maskill to this position. The motion was seconded by Mr. Cheney. The motion passed 5-0.
3. Mr. Reed offered a discussion regarding quotes for the publication and distribution of the Somers Business Directory. Quotes were reviewed for the number of copies provided, paper stock used, number of pages, stapling requirements, the ability to obtain a digitized format, and various publishing details.

Mr. Cheney made a motion that the EDC continue to use Ellington Printery for publication and the North Central News for distribution based on their experience and willingness to work with the EDC and its representatives in production and distribution of the booklet. Ms. Maskill seconded the motion. The motion passed 5-0.

4. Mr. Reed offered a discussion regarding advertising prices in the Somers Business Directory. Ms. Clark made a motion to keep advertising prices the same as the last edition. The motion was seconded by Mr. Schmidt. The motion passed 5-0.
5. Mr. Cheney offered a discussion regarding payment to a Directory Coordinator. Mr. Reed abstained from the discussion.

In the past, a fixed fee was paid. Mr. Cheney proposed paying a combination fixed and performance-based fee to replace this method. A new remuneration schedule would contain a fixed fee of \$1100, plus a performance-based fee of 10% of advertising revenue up to \$10,000, plus a performance-based fee of 20% of advertising revenue over \$10,000. A motion was made by Mr. Cheney to change the compensation of a Directory Coordinator to reflect this new remuneration schedule. Ms. Maskill seconded the motion. The motion was passed 4-0, with 1 abstention.

6. Mr. Cheney recommended that Ms. Jeanne Reed continue as directory coordinator for the 2015 edition. Her experience putting together the past 3 directories and working with the Somers Business Community made her more than qualified to serve in this position again. Mr. Schmidt seconded the motion; motion passes, 4 -0 with Mr. Reed abstaining.
7. Ms. Clark provided a report on the status of the EDC's social media outreach. The EDC Facebook page has launched. Ms. Clark is the administrator of the site. All public inquiries are directed to the e-mail of Mr. Reed. Photos and /or artwork are desired, to be included on the page's graphical header. Ms. Clark discussed featuring a Business of the Month on this page.
8. Ms. Clark provided a report for the next Business After Hours session. A local business has agreed to host the event, likely in September.

9. A motion to adjourn was made by Mr. Cheney and seconded by Mr. Reed. The motion carried 5-0.

Respectfully submitted,

Sarah Maskill

*Minutes are not official until approved at a subsequent meeting.*