

MIDDLE SMITHFIELD TOWNSHIP ECONOMIC DEVELOPMENT COMMITTEE

May 21, 2014

6:30 PM

In accordance with Act 98, 1998; Prior to the Economic Development Committee vote on any matter, the chairperson will allow for public comment on that particular item. Individuals wishing to be heard at that time please indicate so by raising your hand, and the Chairperson will recognize you... Cell Phones should be turned off when entering the meeting room.

1) Call Meeting To Order/Pledge of Allegiance

2) Approval of Minutes: April 14, 2014

3) Approval of agenda:

4) Correspondence:

5) Old Business:

- a) Combined business directory status (Steve N.)
- b) Shop Local Subcommittee status update (Lorraine T.)
- c) Update on LERTA (Supervisors)
- d) Results from the township survey (Steve N.)
- e) Marketing brochure for visitors: (Tim O.)
 - i) Subcommittee reconvene
 - ii) Concerted effort to ensure all tourist oriented businesses are registered
 - iii) Timeline for publication
- f) Create an MST shop local APP for smart phones? (Bob H.)

6) New Business:

- a) Discussion about recent news articles – what is the perception of the local economic environment? (Bob H.)
- b) Strategy for new business development:
 - i) Create list of marketable properties
 - (1) Facility condition?
 - (2) Fit for use as?
 - (3) Owner?
 - (4) Listed for sale?
 - (5) What else?
 - ii) Create profiles for the ideal types of businesses we are missing
 - (1) Use directory and other resources to determine the current mix of business
 - (2) What are the types of businesses we seek – categorize
- c) Demographics project:
 - i) What can we use the demographics for
 - ii) How do we create a marketing packet for prospects?
 - iii) Develop personas (profiles) of local shoppers (based on demographics)?

7) Items of General Interest:

a) Dine around town? (Beverly B.)

8) Announcements:

9) Next meeting date: June, 2014, 6:30 p.m. (normally would be June 9 however Bob Hetu will be out of town on business)

10) Public Comment:

11) Adjournment: