

Town of Natick Economic Development Committee

Meeting Minutes: August 20, 2009

In Attendance: Joshua Ostroff, Patrick Reffett, Joseph Kiggen, Ben Greenberg, David Shamoian, Paul Joseph

Meeting called to order at 2:06 p.m. by Paul Joseph, Chairman

1. Warrant Article for Fall Town Meeting
 - a. Josh Ostroff indicated that we can submit our own warrant as a multi-member committee.
 - b. Proposed Language by Josh. "To hear a report from the Economic Development Committee or otherwise act thereon."
 - c. Josh moved that we submit the above warrant article. Seconded by Paul Joseph. **Vote: Passed 6-0-0**
2. Ben Greenberg
 - a. Met with commercial broker, Jim Gordon
 - b. The group discussed posting available property on an EDC web site vs. providing links to brokers' sites.
 - c. The general consensus was to provide a link to brokers' sites with the hope that they can provide us with Natick-specific results.
3. Josh presented sample web site content
 - a. All – consider replacements for the tag line of "Natick is ready!" This topic will be on the agenda of a future meeting.
 - b. Recommendations were to add local businesses in the "testimonials" and to add a "news" section where we'd post current news that highlight economic development in Natick.
4. Paul presented a draft EDC letter of introduction.
 - a. **ACTION:** Send any recommended changes to Paul.
 - b. Josh to work with Paul on the process of creating the mailing through the town.
5. Work Plan
 - a. Letter to solicit input from the community **ACTION:** Finalize letter.
 - b. **ACTION:** Develop a script for a structured interview.
 - c. **ACTION:** Working session on web content and positioning. Next meeting.
 - d. **ACTION:** Paul, Patrick and Josh to request being added to the 9/23 Planning Board meeting as an introduction.
6. Other Business
 - a. Josh requested that we keep the group up to date on things we hear about doing business in Natick.
7. Approval of minutes.
 - a. 7/16 minutes, Josh moved to approve, seconded by Ben. **Vote passed 6-0-0.**
 - b. 8/20 minutes, Josh moved to approve, seconded by Ben. **Vote passed 6-0-0.**

- c. Future Meetings
 - a. Next Meeting on 9/3/09 at 2:00 PM
- **Motion** to adjourn by Josh Ostroff. **Seconded** by David Shamoian. **Voted: Passed 6-0-0.**
 - b. Meeting adjourned at 3:43 p.m.