

NORTH READING

ECOMONIC DEVELOPMENT COMMITTEE

MINUTES

DATE: JULY 20, 2021

Time: 6:05p.m.

Facilitator: Dave O'Neil, Chairman

Board members (in attendance)

Pat Lee, vice Chairman | Chris Hayden | Danielle McKnight, Town Planner | Tom Ollila | Lisa Egan | Liane Gonzalez | Caitlin Sullivan | Maria Freccero, Clerk

Maria Freccero

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BARBARA STAFFS
2021 SEP 15 AM 11:14
TOWN CLERK
NORTH READING, MA

Time	Item	Owner
6:05p.m.	Opening, group introduction to and for new members	Dave O'Neil
6:15p.m.	Appointment of Clerk to Maria Freccero	All
6:30p.m.	Prior minutes from March-May, Danielle will supply later	Danielle McKnight
6:35p.m.	Update on <i>Shop the Readings</i> program, which is an exciting, enhanced roll-out to promote people to shop local. The Reading/North Reading Chamber of Commerce received a \$25k Travel & Tourism grant and ran with it. They are collecting a data base, and on Friday's they send out local updates and events. There was a digital billboard for 4 weeks, a mailing of direct postcards, posters, year signs, all with a positive message. Please try to tag them on social media and share it. Also go to www.shophthereadings.com	Lisa Egan
6:55p.m.	June's Business Summit went well and now we are looking forward to doing another event in the fall. Talk was to get a speaker and maybe do a breakfast.	All
7:00p.m.	EDC Budget was cut and was at \$15k, but now the new FY began, and the budget is \$20k	Danielle McKnight
7:05p.m.	Old Business was a re-cap on the Business Summit. New Business, Tom O. talked about looking into a grant for North Reading to obtain charging stations for electric cars, currently Reading and Wilmington will be getting 7. Tom also mentioned how there are grants for when a citizen buys an electric car, they will receive a \$750 rebate. We are planning on meeting next August 24 th at 6:15p.m. for our next meeting.	All
7:08p.m.	Discussion of the next meeting, majority felt it would be best to meet after the town meeting so we can discuss the updates from there. Meeting was adjourned at 7:34p.m.	Dave O'Neil

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