

**Economic Development Committee**

**DRAFT Minutes of June 21, 2022**

Town Hall, 235 North Street, Room 14 and Zoom (<https://us02web.zoom.us/j/9854300926>)

Attendees: Pat Lee, Matthew Dumont, Liane Gonzalez, Dave O'Neil (Members), Tom Ollila (Associate Member)

Staff: Danielle McKnight

Dave O'Neil, Chair, opened the meeting at 6:15 p.m.

EDC Budget for Promotional Video and Shop the Readings Program

Danielle said that Al Perreira has provided an estimate of \$2000-\$4000 to do the promotional video. A vote was taken 4-0 to expend up to \$4000 from the EDC budget for this. Danielle also discussed the estimates provided by Lisa for this year's Shop the Readings program (Lisa is not able to attend this evening). Pat and Matthew asked if we could ask Lisa how the program tracks results, and what was the feedback from the business community? Danielle will request this information.

Organization of Officers

These will be done at the next meeting.

Old/New Business

Tom gave an overview of RMLD's EV charging program and asked for suggestions for locations in North Reading. Suggestions were the library, Town Hall and Ipswich River Park. Tom will be attending the Select Board meeting on July 11 to discuss it.

Adjournment: 7:15 p.m.

Respectfully submitted,



Danielle McKnight  
Town Planner

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