

Town of Deep River Economic Development Commission (DREDC/EDC)
February 20, 2024 • Monthly Meeting Minutes

Call to order: Pete Lewis called the meeting to order @ 7:03 p.m.

Members in attendance: Ted Mackenzie, Carol Hanover, Pete Lewis, Leigh Balducci (acting secretary seated by Pete Lewis), Alison Sloane, Renee Lamark Muir

Absent: Nick Kornacki

Acceptance of Minutes: Motion to accept minutes from the January 2024 meeting: Motion by Carol Hanover and seconded by Ted Mackenzie. The minutes from the January 2024 meeting were accepted as presented.

Old Business:

In the meeting from January 20, 2024, let the minutes reflect that this commission discussed the incubator building yet no action was taken at the time to remedy this.

New Business:

Cameron Taylor of the former Deep River Merchants and Business Association presented his proposal to convert the now defunct merchant's webpage to one for DREDC. The proposed site would celebrate and promote the EDC. EDC members and members of the audience discussed cost, maintenance, and benefits. No cost proposal was presented by Taylor, but he offered to provide a quote at the March EDC meeting for consideration with Taylor acting as webmaster, if needed.

Renee Lamark Muir attended the last POCD meeting and gave her report to the EDC: POCD feels EDC lacks interest in the POCD and would like more input by EDC regarding an economic development strategy, including focus on new branding for Deep River. EDC discussed possible ideas on how to generate interest and promote Deep River as a destination. Examples given: Rebranding as "Queen of the Valley"; Upgrades to incubator buildings; Providing easier access to the river; Possible future use for Mount St. John's; Off ramp clean up; Developing prominent/informative signage including Deep River history; Address infrastructure, parking and parks; Promote local artists; Creating a Main Street coordinator liaison; Work with the POCD to enhance their plan overall.

Discussion of possible branding materials to be created for Deep River. Consideration of two proposals from Cameron Taylor and one presented to the town by Jerry Roberts were discussed as well as looking at other possible options.

Election of Officers: A slate of Carol Hanover and Alison Sloane to serve as vice chair and chair, respectively, and Leigh Balducci as secretary was presented. Muir asked for there not to be a nomination or election at this point and to think more on who should be considered for officers. Discussion and a vote on the slate resulted with Carol Hanover appointed as Vice Chair; Alison Sloane appointed as Chair; and Leigh Balducci appointed as Secretary. Pete Lewis nominated all three seats and all three were seconded by Ted Mackenzie. All in favor: Lewis, Mackenzie, Hanover, Sloane, Balducci. Opposed: Muir.

Adjournment: Motion by Pete Lewis and seconded by Alison Sloane to adjourn. Meeting adjourned at 8:05 p.m.

Respectfully submitted,

Leigh Balducci, acting secretary