

MEETING MINUTES

Title	Downtown Improvement Committee Meeting -- Draft Unapproved
Location	Zoom Meeting
Date	April 24, 2020

Time Meeting Called To Order	8:00 AM
Members Present	Marylou Blaisdell (Chair), Amanda Schneck, Philip Scentsas, Edward Hayes, Richard Lannan, Michael Buckley, Danielle Dion, Steve Saxe and Tim Cummings
Guests or Others Participating	Komba Lamina

General Meeting Highlights/Notes/Brief Description of Meeting

<p>-NIFT Marketing Firm that helps drive existing and new customers to business. They do this by offering \$30.00 gift cards to customers they have matched. They look for the customers and match them with the businesses. They develop profiles for each consumer and send them targeted emails.</p> <p>Concerns: Sounds like it could be more for retail. The goal for DIC is to institute long term project for long term growth and this seem short term. Let's start with a smaller budget and limited people before expanding so that people can become more comfortable. Putting in a smaller amount into the program might not go a long way Is this in line with the DIC Mission Statement</p>

Any Final Decisions Made

- Reconvene next week Friday May 1

Motion To Adjourn By	M. Blaisdell
Time	8:00AM
Next Meeting	May 1 st