MEETING MINUTES

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

<table>
<thead>
<tr>
<th>Time Meeting Called To Order</th>
<th>8:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members Present</td>
<td>Marylou Blaisdell (Chair), Amanda Schneck, Philip Scontsas, Edward Hayes, Richard Lannan, Michael Buckley, Danielle Dion, Steve Saxe and Tim Cummings</td>
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<tr>
<td>Guests or Others Participating</td>
<td>Komba Lamina</td>
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</tbody>
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General Meeting Highlights/Notes/Brief Description of Meeting
-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.

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

Any Final Decisions Made
- Reconvene next week Friday May 1

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