

Tamworth Economic Development Commission
Meeting on February 16th, 2012
MINUTES

Meeting called to order at 12:10 p.m.

Present: Pat Farley, Karen McNiff, Keats Myer, Willie Farnum, John Howell, Dennis Quinn, Kristin Ludwig

The main business for discussion at this meeting was The BIG Event to generate business ideas for Tamworth.

John Howell shared a short promotional piece for the event that he has written. He asked that the commission more clearly define the event.

An alternate name for the event was discussed (IDEAS -- Imagine Discuss Engage Act and Solve). The commission members chose to stay with the original name, The BIG Event (Business Idea Generator).

In further defining the event, commission members felt it important to make sure the audience understands that there are additional steps after the brainstorming ideas of ideas. A schematic of steps to take can be provided to attendees of The BIG Event.

EDT's role in these additional steps will be as a broker of services needed -- not to provide the services. EDT members will connect those interested in creating or expanding a business to those able to help them write a business plan, register a business, etc. Once a business plan has been created, EDT will refer people to funding sources.

If appropriate and necessary, EDT will provide a follow-up event for these additional steps. This follow-up event would introduce those moving forward with a business idea to resources (people, funds, etc) to continue the process.

The importance of attracting people with new business ideas and those that are looking to expand existing businesses was revisited, as was the importance of making people comfortable enough to describe a new business idea without the concern of another person present moving forward with the idea. Describing a new business, even in general terms, could attract potential partners. It is also important that small ideas are represented and ideas of how to attract seed money to help with business plans, startup costs, etc., are provided.

Marketing ideas were discussed, including email blasts, the Tamworth Exchange, posters, postcards, and targeted mailings.

Action Steps

Refine information and differentiate for different audiences

Create promotional items/ideas

Create media list, organization list and business list

Create subcommittee to move forward with promotional efforts

Next meeting will be on March 1st, 11:30 a.m. at the Lyceum in Tamworth Village.

Motion to adjourn was made by Keats Myer, seconded by Dennis Quinn and approved unanimously. Meeting ended at 1:30 p.m.