

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

MARCH 16, 2022 – 5:30PM (VIA ZOOM)

1. Call to Order. Present: Ward Belcher, Janet Graaff, Robert Schaufelberger and Tom Shachtman.
Absent: Kitty Kiefer, David Maffucci, Bruce McEver and Richard Block.
2. **Approval of Agenda. So Moved** by T. Shachtman, seconded by R. Schaufelberger and unanimously **Approved**.
3. **Approval of Minutes of February 16, 2022. Tabled to the next meeting.**
4. High Speed Internet: Decide on Proposal to fund a Town Survey.
W. Belcher spoke about a recent meeting with Jill Drew, Sharon Connect Task Force, about Sertex Broadband Solutions. J. Graaff talked about a proposal from the SEDC to the Salisbury Board of Selectmen (BOS) to do a town survey as the one done in Sharon, to find out what internet service people have now and would want to have. T. Shachtman pointed out that finding out the cost of new service is entirely different. R. Schaufelberger noted that there might be different services and price points offered, just as there are now. J. Graaff mentioned that the cost of the mail survey done by Sharon was \$3.2k, with about 50% of people using the return envelope; volunteer time was not included. The website for responses cost \$200. J. Graaff added that K. Kiefer will be working on the presentation to the BOS and J. Graaff will help. T. Shachtman asked how this survey is different from the POCD survey that was just done; he would like to know the results of that survey. He also wants to know what questions a new survey would ask, specific to Salisbury, before presenting to the BOS. He continued that the Sharon service would require a \$12M bond issue and a small mill rate increase, which would eventually have to go to a town meeting. There could be a monthly cost to customers of about \$85-90 per month, based on at least 30% participation, which could be lower if more people signed up. There was no update on possible Google service. The Committee will work towards a possible presentation to the BOS in May.
5. 10-year Plan of Conservation and Development (POCD) – J. Graaff had no update at this time.
6. Prospective projects related to Town-owned agricultural land (request from Curtis Rand; response from T. Shachtman and others).
T. Shachtman suggested that a farm museum or farm demonstration project might be possible on some small acreage; they are regular tourist attractions. He mentioned getting high school students, maybe in the HVRHS FFA program, to participate. There is a property on Race Track

Road that might be possible to consider; J. Graaff noted that more information about it will be provided. T. Shachtman will start to make some contacts, regarding this idea.

7. Prospective retail business on Village Main Streets (request from Curtis Rand; response from J. Graaff, T. Shachtman and others).

T. Shachtman suggested that more retail businesses are needed that draw foot traffic and that the SEDC should be more pro-active in finding out what kinds of enterprises might work well in our towns. W. Belcher and J. Graaff talked about forming another subcommittee to work on a larger village concept. J. Graaff mentioned that Carol Sadlon might be interested in working with the SEDC on such a project. R. Schaufelberger expressed that he would like to get the opinions from actual owners of buildings and store owners. He will think about some people and contact them to find out if they would be interested in participating; there may be conflicting opinions about development. J. Graaff would like to pursue forming a 'working group'.

8. Outreach; business cards for Committee members.

W. Belcher suggested that the SEDC have general business cards made up to use when contacting people; there was agreement from those present. (At this time, R. Schaufelberger left the meeting.)

W. Belcher commented further on the possibilities of retail development; perhaps new housing would generate business. T. Shachtman mentioned small service "gateway" businesses and finding out what services are needed here. He suggested considering some targeted advertising also; this would take getting a small budget for the SEDC. W. Belcher indicated that there needs to be a presentation first, before a Board of Finance request.

9. Public Comment – None

10. Adjournment. W. Belcher adjourned the meeting; all in favor.