

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

SPECIAL MEETING

JULY 9, 2025- 9:00AM (HYBRID)

Present: Kitty Kiefer, Alice Peck, Adam Higgins, Carol Sadlon, Robert Schaufelberger, David Becker and Christopher Baetz.

1. **Approval of Agenda. So Moved and Approved.**

2. Develop a survey and questionnaire to discuss the economic climate and opportunities in the Town of Salisbury.

The workshop focused on the base survey questions, developing the survey process, discussing how to make the findings public with existing businesses and others who are thinking of starting businesses in the Town. C. Sadlon suggested making the survey usable and setting a time frame. D. Becker brought a handout, as a sample of how the information from the survey could be presented. C. Sadlon suggested concentrating on the main business districts in the 1st phase. A. Higgins asked if there is a database of businesses; he will find out if there is one. C. Baetz suggested making personal contacts first, before the data survey, about participation; the survey is to create a marketing/business website, not for the municipal site. A. Peck suggested doing the in-person meetings and filling out the data survey at the same time; D. Becker commented that it could be a useful approach. R. Schaufelberger suggested starting slowly, as they may need to change the questions; they could guide the interviews, maybe fill out the forms on the spot and in context. R. Schaufelberger suggested starting with basic questions in phase 1; just get in the door and gauge the interest. There was discussion and suggestions about how to record the interviews, summarize the responses received and making appointments. D. Becker and K. Kiefer reviewed the extensive list of questions; a community calendar was mentioned also. R. Schaufelberger will try to do a Jot-Form version of the survey from D. Becker's material. A. Peck will get feedback on her Google doc. The Committee will try to have all ready for the next meeting on July 17th; they can finalize and figure out the rollout then.

Adjournment. So Moved and Approved.