

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

OCTOBER 16, 2025 – 9:00AM (HYBRID)

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

1. **Approval of Agenda. So Moved** by D. Becker, seconded by A. Peck, **With All in Favor.**
2. **Approve Minutes of September 18, 2025.** C. Sadlon asked for a correction to read: “A. Peck mentioned that both her father, Darryl Peck and Bill Colgan are interested....” A **Motion to Approve the Minutes, as Amended**, was made by A. Peck, seconded by D. Becker, **With All in Favor.**
3. Additions to the Agenda. R. Schaufelberger asked to add the EV Charger update under 4. Old Business.
4. Old Business: Members projects and updates.
  - EV Charger update -- R. Schaufelberger reported that another recent contract had been signed by Curtis Ran; progress is being made.
  - Discussion of Questionnaire – R. Schaufelberger distributed the summary with details and suggested that it needs filtering and some re-consideration. D. Becker commented that there were some surprises in the responses, such as a comment that Lakeville didn't actually participate in Fall Festival; A. Higgins didn't remember Fall Festival extending into Lakeville. C. Baetz pointed out that there will be a new manager for Fall Festival next year; he will reach out to her. R. Schaufelberger noted that the event is all organized by volunteers. R. Schaufelberger asked if there are alterations to make to the questionnaire; D. Becker responded no, it is working the way it is. It was noted that not all questions are applicable to everyone, so the response box is left blank. D. Becker reviewed a summary he got from ChatGPT. There was discussion about having some kind of media site for posting events and who might actually use it; C. Sadlon suggested there needs to be a point person. There was discussion about how to conduct the interviews; more will be conducted soon.
  - D. Becker had met with Joe Cleaveland, regarding gift certificates for survey responders; there could be 30 at \$25.00 per certificate. Joe Cleaveland and Curtis Rand will make that decision. C. Sadlon suggested that maybe the SEDC could host a social gathering.

5. New Business
  - a. Develop a Mission Statement for 2026 – D. Becker will put together something for the SEDC to consider which will feature a broad-based marketing campaign; they will ask for a contribution, so that people are committed to the process.
  - b. Additions to the Agenda – previously discussed
6. Public Comment – None
7. **Adjourn. So Moved** by D. Becker, seconded by A. Peck, **With All in Favor.**