

**Town of Dudley**  
**Massachusetts**  
**Economic Development Committee**  
**Dudley Municipal Complex**  
71 West Main Street  
Dudley, MA 01571

Jo-Ann Szymczak, Chairman  
Marcia Wagner, Secretary  
Barbara Zurawski, Member

Robert Chalue, Vice Chairman  
Ellen Laprise, Clerk  
Jim Perry, Member

**Economic Development Committee**  
**August 14, 2014 Minutes**

**Present:** Jo-Ann Szymczak, Robert Chalue, Marcia Wagner, Jim Perry

**Guest:** Greg Balukonis, Town Administrator; Peter Fox, Board of Selectmen; Kelly Tourcotte, Global Design

Chair, Jo-Ann Szymczak opened meeting at 9:00 am

Minutes were not addressed, quorum not present

Topic of the meeting was the progression to produce a town brochure in promoting the town for economic development. A contract with Global Design was presented and it was determined that the town should raise funds before signing a contract. It was decided at this point in time to attempt to raise the funds through sponsorship of businesses within the town. Jo-Ann proposed an informational seminar inviting all businesses within the community to participate and be held in the Dudley Complex Senior Center. She recommended we invite the Webster Dudley Business Alliance and Chamber of Commerce as well. Bob Chalue entered a motion to plan a date for the pre-marketing seminar. It was second by Marcia Wagner.

Kelly Tourcotte indicated that Global Design will begin taking pictures in preparation for the brochure without the contract. Once in contract her company will work with the town in figuring out the format of the brochure and she provided sample letters to be sent to businesses. She will also give additional pricing for number of pages in a brochure and numbers to be printed.

Mr. Balukonis request that the brochure include direction to our website, commented on the quality of the photographs in sample brochures provided by Global Design and liked the idea of a town map showing various locations. He indicated that Nichols College will be celebrating their bicentennial in 2015. The College has asked that the town have a roll in that celebration and he thought it would be an opportunity to interact in the town's promotion.

Marcia Wagner suggested that although Global Design hasn't incorporated a map in their brochures we may look into producing an insert with a map indicating locations of businesses and areas of building and land availability.

Mr. Fox indicated that the Board of Selectmen are behind the Economic Development Committee's brochure project and are willing to assist.

New member of the committee, Jim Perry was welcomed. Jim will be assisting with technology and our website. He suggests showing a two-part feature in promoting business. First being existing businesses and the second featuring available land and buildings. He will be working along with Deb Thibodeau to update and improve the website.

Motion to adjourn meeting by Bob Chalue at 8:33 am. Second by Marcia Wagner