

## Economic Development Committee Update December 2021

1. **NEW OFFICERS:** The committee is still in search of volunteers for the Vice Chairperson position. Once that position is filled all officers will be in place.
2. **CGI BANNER PROGRAM:** Some initial logo designs were presented by the designer and after feedback from the committee, Bethany is working with the designer to further define a theme and to ensure designs, fonts, etc. are consistent for all aspects of the towns branding. A pause will be placed on the banner until the logo design is finalized.
3. **STRATEGIC GOALS:** Ideas were presented to the committee as to “What Bridgeville means to me” in order to get a clearer focus on the direction that the committee would like to take in promoting the town. Some suggestions were centered around the town having a hometown feel. The committee has agreed to focus on the current business owners and find out what their needs may be and how they view the committee as being of assistance to them.
4. **SIDEWALK AND SIGNAL BOX ART:** Sue has been in contact with the state and a new agreement has been forwarded to the commission. Sue will try to contact the local schools to see if there is an interest to develop scenes for the traffic boxes. This project will be placed on hold until the logos are finalized. Although they may not have the logo, the final design and colors of the logo may play a part in determining the designs for the sidewalk and Signal Box art. It was also discussed that because of the upcoming winter season, it will be better to wait until the spring.
5. **EDC WEBPAGE:** This project is currently on hold.
6. **OPEN POSITIONS:** Suzanne Farris has resigned from the committee saying her busy schedule did not allow her adequate time to currently help with fulltime with the committee. We currently have 5 members out of a possible 11 the by-laws allow for. The committee will be focusing on an effort to recruit new members.
7. **TARGETING CURRENT BUSINESS OWNERS:** A push to include current business owners and attach new members was discussed. A small sub-committee was formed to create a letter to go out to the current business owners in Bridgeville as well as to go out to them as a follow up from the letter to speak to them face to face. Veronique Link and James Speegle are crafting a revised introduction letter and Sue Grenier has agreed to go with Veronique and other members to the various businesses to do a follow up face to face.

Veronique Link

Chairperson, Economic Development Committee