

**Village of Richmond  
Economic Development Committee  
Meeting Minutes  
11 September 2008**

**Call to Order:** Sherrie called the meeting to order at 6:12pm.

**Members Present:** Nino Cruz, Sherrie Gallas, Libby Pearson

**Others Present:** Lauri Olson, Charlotte Hollenback, Jeanne Doyle, Carolyn Janus, Cindy Walleck

**Christmas of Yesteryear:** Jeanne and Carolyn outlined plans for this year's Christmas of Yesteryear activities. The Richmond Business Partners (RBP) will be coordinating the event this year, which will take place on November 28-30. Other potential activities include: Breakfast with Santa, Christmas tree walk in Memorial Hall, bake sale, poinsettia sale, house decorating contest, coloring contest, and an RBP scavenger hunt.

**Banners:** Cruise night banners are now down and there are blank brackets hanging from some of the poles. There are no new Richmond banners along route 12 in-front of Village Hall/Van's, whereas there are several along route 173. Libby motioned that we further discuss the status of the Richmond banners at the next EDC meeting. This motion was approved by all EDC members.

**Brochures:** Discussion took place on the new format/layout of the Richmond brochures. It was decided that the new brochures would be generic so they do not need to be changed frequently. They would include a map of how to get to Richmond, a history of the Village and Village Hall, as well as a brief description of regular events in town. Interested tourists would be directed to the village website to learn more about dates and times of our events. There will be a separate brochure available at the Richmond Visitor's Center, Village Hall and at businesses, which would include a map of current businesses in town. Sherrie will draft content for the brochures and will provide this at Tuesday's meeting. Nino will work on layout. Dave is needed to provide photos of downtown. It was also decided that EDC would investigate the cost differences between printing a larger brochure (see Antioch's brochure for an example).

An additional discussion took place about the possibility of having a professional map of Richmond made that would be kept at the Visitor's Center and Village Hall that would be very detailed. Donations would be sought from businesses to help fund the project. In turn, the businesses could advertise in the map. It was then discussed that due to the current state of the economy, businesses may be less likely to donate to such a project. This may be revisited in the future. For now, a map of Richmond will go into the smaller insert for the Richmond brochures.

**Business/Marketing Plan:** Nino sent an idea for a cover letter several months ago for the grant applications and no response was received. Comments and suggestions for the business plan are still needed. From this discussion, there were numerous ideas for improving downtown including: beautification projects, farmer's markets, antique appraisal show and an indoor garage sale. EDC members are asked bring goals or ideas for improving Richmond to include in the business plan to the next EDC meeting. We will then submit these ideas to Mary Margaret to assist us with searching for grants.

It was suggested that EDC members continue to look for prospective businesses to come to Richmond and suggest business owners open an additional location in Richmond.

Additionally, EDC, RBP and Memorial Hall should work together on events to promote Richmond.

A discussion about the Route 12 bypass took place. It was decided that EDC needs to prepare for the bypass now and promote Richmond as a tourist destination.

**EDC Committees:** It was suggested that committees be set up within EDC so that no one member is shouldering all EDC projects/responsibilities and also to highlight the strengths of each EDC member. EDC members are asked to bring a list of possible committees for EDC as well as what they would enjoy working on to the next EDC meeting.

**Adjourn:** Libby made a motion to adjourn at 8:35, which was seconded by Nino.