



Economic Development Committee (EDC) Update

24 November 2009



EDC Updates

- **Business Recruitment and Retention**
- **Economic Vitality**
- **Communication Pathways**
- **Identifying Needs and Closing “Gaps”**
- **Creating New Possibilities**



Business Recruitment and Retention

- **Economic Development Activity**
- **Outbound marketing (Michelle Ferullo)**
- **Your Community Connection**
 - 3/50 Project



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Economic Vitality

- Press releases (Chronicle, Advocate, Globe)
- Alleyway Initiative /Farmers' Market
- Reading Fall Street Faire (September 12, 2010)





Communication Pathways

- **Businesses - FYI Report**
- **Chamber of Commerce**
- **CPDC/ZBA**
- **Board of Selectmen**
 - Review EDA quarterly/liaison
- **Reading residents and potential businesses**
 - Work plan, EDA, press releases





Identifying Needs and Closing “Gaps”

Sign By-Laws

Refined language in sign by-laws and provide
NEW considerations to the CPDC including:

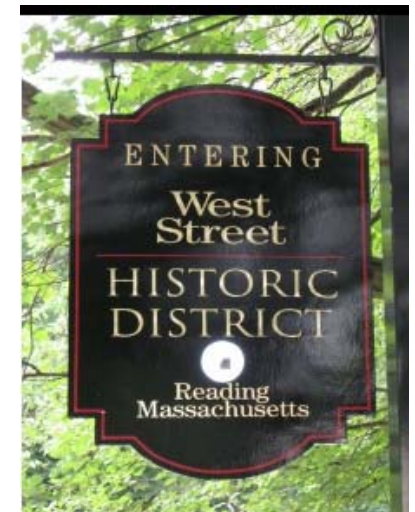
- Government flags and art not counted as signs
 - Two signs per business
 - Sign Design Guidelines – user-friendly version
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- **Hold business meeting(s) in January/February for discussion and education**
 - **Send considerations to the CPDC**
 - **CPDC holds public hearing then submits sign by-law for spring Town Meeting**





Creating New Possibilities

- **Providing guidance/help on Sign by-law and design guideline decisions**
 - Non conforming businesses (2010 sunset)
- **DHCD peer-to-peer grant (Way finding and branding)**
- **Work with Downtown Steering Committee**





EDC Ongoing

- **Work with Town to create excellence in business customer relationships and economic vitality in the Downtown**
- **Questions/Suggestions?**
 - Check out our Work Plan on the website
 - Contact us through the website

Thank you all for your support!