



Economic Development Committee

Town of Hinesburg

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Meeting Agenda – May 11, 2021 at 7 pm

Present: Melissa Levy, Will Eggleston, Stephen Gladstone, Andrew Frost, and Craig Chevrier

1. Call to order 7:32 PM

2. Discuss web marketing assistance for businesses.

So far, this has been going slower than Craig hoped. However, he is getting good feedback from clients. The overarching lesson is that for most of these businesses, the ultimate recommendation is that they need a new website. The platforms they're using – Weebly, Wix and Squarespace – don't help with local optimization. In addition, all of them need to claim and manage their Google My Business profile, which is a dominant factor in local search on Google.

Craig will complete this work likely in June. Craig will work with Steve to organize a report for the Selectboard and the VCDP. Overall, the committee was encouraged that Craig is delivering real value. We plan to present to the Selectboard on June 16, if we can get on the agenda.

3. Discuss EDC budget. \$2,000.

We have \$2000 to use before June 30. Our plan is to work with Craig to have a link on the new town website about supporting your local businesses. This will connect to Discover Hinesburg. We will ask Craig what he can do with \$2,000 to do this and make Discover Hinesburg ready for traffic from the town website.

4. Other business/Community input

Other items we want to discuss with Todd at our next meeting is:

- Traffic flow/Transportation.
- RLF
Strategic plan
- Marketing.
- Creative economy – community center.
- Hinesburg HUB. Andrew will talk to Rolf.

5. Adjourn 8:20 pm