



Business Development Commission
Main Street Introduction
Meeting Minutes
November 16, 2019 10:00 a.m.
Resource Bank

Call to order at 10:05 am

Present: Commissioners Bill Swalwell, Susie Kopacz, David Pizzolato, and Trustee Ryan Krajecki

Absent: Ian Lamp and Elaine Thomas

Welcome & Introduction

- Trustee Krajecki welcomed everyone and reviewed the Business Development Commission's mission, history and the overall objectives of the meeting.

Main Street Overview

- Commissioner Kopacz presented the background and history of the Main Street Organization, along with why the BDC had become a member. She laid out the resources that the organization provides and reviewed the process that the BDC has embraced to form our approach and focus. Trustee Krajecki and Commissioner Pizzolato provided insight into both the dining and small business manufacturing strategies and how they aligned with what makes Hampshire historically unique.

Current BDC Accomplishments

- Commissioner Pizzolato presented an overview of the BDC's accomplishments thus far, which includes:
 - Streamlining new business engagement
 - Re-development of the business section on the Village website
 - Celebration of existing businesses with the Hampshire's Very Own articles
 - Current development of a commercial brochure & LOIS programs
 - Implementation of resident and small business surveys
 - The formation of the Beautification Committee

Beautification Committee

- Commissioner Swalwell reviewed the formation, direction and engagement of the committee. He showcased the current work including the Façade Improvement Program, along with the support of local banks to revitalize Hampshire. Also reviewed were current projects, which included the wayfinding signs project that would draw and bring awareness to our historic downtown.

Q&A

- Trustee Krajecki asked the attendees for feedback on the following questions, in which responses were collected and discussed with the audience (with audience responses:
 1. Question - What word comes to mind when you think of Hampshire?
 - Responses: Quaint, Needs help/dilapidation, Potential, Invested
 2. Question – What is one thing that could improve downtown Hampshire?

- Responses: Parking (safety, marked/increase lots), eliminate commercial truck traffic through downtown, addition of art (murals, past/future) and the addition of greenery
- 3. Question - What is the one type of business you would like to see in downtown?
 - Responses: Coffee Shop (numerous), Breweries, Bakery and Computer Security

Adjourn

- Trustee Krajecki thanked everyone for their time and adjourned the meeting at 11:55 am