

Buy Local Meeting Notes – December 17, 2010
Individual & Family Economic Stability Team



Team Goal: Carroll County becomes one of the top three counties in NH by supporting the achievement of individual and family economic security.

Attendance: Henry Spencer, Christine MacDonald, Cyndi Paulin (Ann Hamilton had time conflict)

Next Buy Local Meeting: Friday, January 14 at 3:00 pm at Tri-County CAP . Finish out your work week with us!

The meeting focused on the next steps of launching a buy local campaign in Carroll County.

Next steps:

- Portland “field trip” – the trip to visit the Portland Buy Local group at their next business mixer is Thursday, January 13th from 5:30-8:00. The goal is for 4-5 people from our group to go over, mingle with their businesses and ask them specific questions (What did they do to get their effort off the ground? What does it take to keep it going? Why are they participating? What do you get out of it as a business? Successes? Mistakes to avoid?) and bring the information back to the team meeting on January 14th.
 - Henry already has a couple of people who are interested in going and will reach out to a couple of more.
- Figure out website & other key infrastructure pieces such as the directory and marketing and what it will cost
 - Contact other Buy Local efforts to get information about what they are doing, will they share their budget? What they are doing for their website and directory? Henry will call Portsmouth.
- Marketing – brainstormed who we knew that is doing a great job with their marketing.
- Reach out to other business owners
- Put together a list of other Buy Local type efforts in Carroll County such as Valley Originals and the young farmers group and reach out to them.

Follow-up Plaid Friday:

- Several people emailed out to their lists regarding Plaid Friday and we got coverage on WMWV. Henry is collecting any feedback from people regarding businesses or people who participated. Please forward any information you have about how Plaid Friday went to Henry at hspencer22993@roadrunner.com.

Other Discussion:

- As members talk about Buy Local with others, people seem very receptive to the idea and already understand how it could be helpful to the local economy.
- Henry and Christine will reach out to various people regarding this effort.

Other ideas from November:

- Create a **logo** to be used for decals or placards that would help the public identify local businesses as we work to kick this off.
- Another idea was using bulletin boards both physical and virtual to spread the news about buy local efforts. There was a suggestion to create a list of bulletin boards around the county so that people would know where to post information.