

Buy Local Meeting Notes – July 14, 2011
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.

Decisions

- The goal is to kickoff Buy Local Carroll County this holiday season with a mid-November Kickoff. Use Plaid Friday/Black Friday as one promotion point.
- Want the website done in August.
- Hold volunteer trainings in September & October to recruit people to do outreach with businesses in their towns.
- Purchase decals and rack cards. Use graphic artist to improve logo.

To Do:

Henry will reach out to Gary K. to see if he can help with the website.

Draft training outline (Henry)

Conversation with LRUW main office about managing finances. (Cyndi)

Discussion

Kickoff

The group set a timeframe to launch the Buy Local effort. The holiday season is an excellent time. Plaid Friday/black Friday is one promotion point.

Business involvement

- Decided to hold volunteer trainings as a way to get people involved in the various communities. The goal is to train local volunteers to reach out to businesses in their town to participate in Buy Local Carroll County.
- Businesses need to be involved in the decision-making so that the effort serves them and the community well. The group will host quarterly member meetings after the effort is up and running. Some members will definitely want to get involved with making decisions and influencing the direction of the effort.

Managing funds

- Talk to the main office about who checks will be made out to and how the funds will be managed.
- Since CCU is part of the United Way, do we want an upfront policy regarding whether businesses would be potentially solicited to support United Way? Some people will be curious.

Domain & website

- GoLocalCarrollCounty and BuyLocalCarrollCounty are both available.
- Need website up by August. Talk with possible volunteer from the June forum. We have a possible connection through Christine MacDonald as a back-up and perhaps a contact through LRUW board.

Promotions

- Decided to purchase window decals so people can find locally-owned businesses. Need to promote logo so people know what to look for when looking for a locally-business. Some people won't go to the website but will simply look for the decals when they shop.
- Need business list on the website for those who will look on-line.

- Rack cards are one way to promote Buy Local. They can be distributed at various locations or given as hand outs to people. MWV Chamber will give businesses a space and keep the cards stocked for \$125 year.

Next Meetings (Thursdays, 8:00-9:30 am)

- August 4
- September 15
- October 13
- November 3
- December 8