

**Buy Local Meeting Notes – May 12, 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.

**Next Meetings:** Annual Community Meeting – Thursday, June 16, 6:00-8:00 pm at K.A. Brett School in Tamworth (5:30 refreshments & networking)  
Thursday, July 14 at 8:00 am at Tri-County CAP

June 16 Annual Community Meeting

The team will present their Buy Local plan, prototype website and member packet and to get people's reaction to these as well as to costs and membership criteria. The team will be working on these pieces over the next couple of weeks. The goal is recruit people to help with the effort in their own communities.

Updated Buy Local Goal Statement to include business:

“Our goal is to increase the economic vitality of Carroll County by encouraging **businesses**, residents and visitors to support locally-owned businesses who in turn help communities to thrive.” (Business to business support is a critical element. Ex: of B & B that used local pottery, maple syrup, cheese, etc. to enhance their guests experience. The success of the one business supports the success of several others!)

Updated Definition of Independent so as not to exclude very small businesses that are not formally registered with the state.

Sole proprietor

Or,

The business is registered in NH; with no corporate headquarters outside of NH.

Feature would like to include on website:

A place for businesses to post an item or service they are trying to purchase locally or an item or service they are thinking about offering locally. This would be a way to connect businesses to potential sales or new markets and to see the potential demand for a creating a new product or service.

Discussion about leveraging available funds to move forward

- Have \$3,000 to dedicate to launch. Not sufficient to do full service website and for companion marketing components like welcome packets, decals, etc. The ideal would be to locate additional funds or sponsors in order to start out with a full service site; plan B would be to start with a low-cost website and work toward ultimate goal.
- Looked at possible low-cost interim site. Henry & Ann will work more on content.

### Survey businesses

Do they want the capacity to post specials? To create coupons? To input their own content? To have a dedicated page on the site? Just a listing? Put link on website to the survey

### Membership Costs:

Team liked the Portland model based on the number of employees and the type of business (business, non-profit, home-based and community members; regular member and supporting member.)

### Last month's to dos:

- Ann connected with Echo group. They don't do websites anymore and didn't have a staff person they could lend for a consult.
- Cyndi met with Denise Roy-Palmer and looked at some possible impacts of the Buy Local effort using the CONNECT Northern New England economic modeling tool. The tool showed that if the Buy Local effort resulted in a 1% increase in jobs, then it would have the potential impact of 13.9 million dollars on the county's GDP.

**Attendance:** Ann Hamilton, Denise Roy-Palmer, Henry Spencer (by phone), Cyndi Paulin.