Minutes

Buxton Company Presentation

Public Meeting

March 7, 2019, 6:00 PM

Committee Members in Attendance:

- Town Council
  - Mayor M. Saud Anwar
  - Deputy Mayor Andrew Paterna
  - Councilor Janice Snyder
  - Councilor MJ Hockenberry
- Town Staff
  - Town Manager Matthew Galligan
  - Assistant Town Manager Scott Roberts
  - Director of Planning Michele Lipe
- Economic Development Committee
  - Chairperson David Marsh
  - Vice Chairperson Paul Burnham
  - Other members
- Planning and Zoning Commission
  - Chairperson Bart Pacekonis
  - Other members
- Public Building Commission
  - Vice Chairperson Ed O’Connell
- Redevelopment Agency
  - Chairperson Barbara Barbour
  - Other members

The meeting began at 6:00 p.m. Buxton Company representative Chris Gracela gave a presentation on the products offered by Buxton that could assist the Town with economic development. A copy of the supplementary document is attached to the original minutes.

The products detailed in the presentation are:

- Retail Recruitment
  - Buxton offers recruitment strategies and analysis.
- SCOUT Touch
  - A proprietary web-based analytics platform that provides city leaders with data to assist with community growth.
- Tourism Insights
- Provides assistance with development of tourism marketing campaigns.
- **Business Retention**
  - Provides market intelligence for business retention, and assists businesses with local marketing.
- **Redevelopment Strategies**
  - Provides tools and knowledge to assist with redeveloping underused or vacant areas of the town.
- **Downtown Revitalization**
  - Helps communities fill vacant downtown areas and attract visitors.
- **Healthcare Gap Analysis**
  - Identifies areas with a shortage of healthcare facilities, and helps city leaders target and recruit healthcare providers.
- **City Services**
  - Provides analytics to support city services, such as the fire department.
- **City Planning Insights**
  - Identifies the best retailers for a community to assist with city planning.
- **LSMx**
  - A tool available to local businesses to assist with marketing.

After the presentation, the meeting was opened for questions.

The meeting was adjourned at 8:05 pm.

Minutes compiled from notes

*Samara Haddock*

*Recording Secretary*