

Minutes

Buxton Company Presentation

Public Meeting

Town Hall Annex

March 7, 2019, 6:00 PM

1530 Sullivan Ave.

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