

**HARTFORD BUSINESS REVOLVING LOAN FUND COMMITTEE/  
HARTFORD VCDP REVOLVING LOAN FUND COMMITTEE**

**Special Meeting Minutes**

**August 4<sup>th</sup>, 2021 at 10:00 a.m.**

**Hartford Town Hall, Room 2**

**171 Bridge Street, White River Junction, VT**

**And via Zoom and by Conference Call**

This meeting was conducted in compliance with the Vermont Open Meeting Law with electronic participation. The public was able to join the meeting from a computer, tablet or smartphone.

Members attending online/by phone: Ryan Scelza - Chair, Frank Klymn, Crystal Pearson and Jay Zanleoni

Others present online/by phone: Erika Hoffman-Kiess, GMEDC Executive Director

Others present in person: Mark Condon, GMEDC Executive Assistant, Lori Hirshfield, Town of Hartford Department of Planning and Development Director, and Kim Souza, Hartford Selectboard Representative.

With quorum met, Committee Chair Ryan Scelza called the meeting to order at 10:02 a.m.

Ryan thanked the Committee members for attending this Special Meeting.

**Minutes**

Frank Klymn made a **motion** to approve the minutes from the June 2<sup>nd</sup>, 2021, HBRLF/VCDP Committee Meeting, Jay Zanleoni seconded the motion and the motion passed unanimously.

**Marketing of the HBRLF & VCDP-RLF**

Ryan reviewed with the Committee a draft of a trifold marketing brochure that he had worked on using the old brochure as a basis.

Erika Hoffman-Kiess asked if the two different funds, the HBRLF and the VCDP-RLF, required two separate marketing pieces or if they both could fall under this one brochure. Lori Hirshfield said the overall loan process is the same even though the two funds have some different loan criteria. The HBRLF Committee acts as the advisory committee for both funds. Ryan stated that the marketing piece should be more general as not complicating matters will make the funds more attractive to businesses.

The Committee then reviewed the wording and layout of the draft brochure and made suggestions to make it read better and be clearer. Lori suggested a footnote stating that GMEDC serves as a contractor to the Town and is not a part of the Town government.

Ryan asked the Committee members to continue reviewing the draft after the meeting and to send any suggestions directly to him as Chair and not to the entire Committee. He would continue to work on the draft and bring it back to the Committee at its regularly scheduled September meeting.

### **Other Business**

Ryan asked if anyone had any other business. There was none.

### **Adjournment**

Frank Klymn made a motion to adjourn the meeting, Crystal Pearson seconded the motion and the motion passed unanimously.

The meeting adjourned at 10:32 a.m.

DRAFT