

ECONOMIC DEVELOPMENT COORDINATOR'S REPORT 11/17/2022

Submitted by: Joseph Seacrist

- 1. Working with the Town Manager and a consultant on a new marketing plan for the town, expected to launch in the Spring of 2023. Will include a revised marketing logo and new videos.**
- 2. Received a legally reviewed and approved version of the rules and regulations for the Main street Façade Improvement Program, which will be launched next Spring with the first application deadline to be the month of July, 2023. You all have received both the redlined and “clean” copies by email this week. A motion to accept the policy as official would be appreciated at tonight’s meeting. Since it’s an official Town policy, the Town Council will need to approve it in an upcoming meeting.**
- 3. I have received several phone calls from local merchants concerning the sales efforts of CGI corporation which has shot new videos and is in the process of editing them before they appear on the Watertown website. Given the times we live in, they were calling me to be assured that CGI’s sales efforts were not a scam.**
- 4. Now that the referendum has passed, the town can move ahead on its plans to buy the “Greenburg” building in downtown Watertown, demolish it and replace it with a large nicely landscaped parking lot. This will provide much new parking space which the merchants have been asking for years. The plans are also to use some of the ARPA funds for the replacement of sidewalks included in a proposed streetscape.**
- 5. It appears that the former Mark’s landscaping on Main Street has been purchased and heavy equipment was spotted on the property, apparently getting it ready for a new tenant.**

