

**TOWN OF NEWTON**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**May 8, 2012**  
**MINUTES**

Chairwoman Logan called the meeting to order at 6:30 p.m. Mrs. Millikin called the roll: M. Hayek, Dr. Clark, Mr. Zwahl, Ms. Joice were present. Mr. Prendergast, Mr. Russo, Dr. Woodhull, and Councilwoman Becker were excused.

Chairwoman Logan stated the Open Public Meetings Act had been complied with.

Dr. Clark move the minutes from January 10, 2012 as presented, seconded by Mr. Zwahl. All were in favor. Minutes approved as presented.

**New Business**

1. Alternative Press – Jennifer Jean Miller. Ms. Miller was in attendance to discuss With the Commission the opportunity to become an advertiser on the Newton Alternative Press web page. Ms. Miller provided information to the Commission on how the Alternative Press began and what opportunities she could provide to the Commission. Ms. Miller provided a brief background on the Alternative Press and that the site has a high presence on Google and yahoo. Chairwoman Logan questioned what Ms. Miller was looking for from this group? Ms. Miller indicated she had talked to Mr. Russo and that the Town might be interested in advertising and work on events to create a positive image for Newton. Chairwoman Logan questioned amount of the Commission's budget. Mrs. Millikin advised the budget the Commission has is \$600.00.

Discussion ensued regarding some other activities the Commission would like to conduct such as the brown bag session with SCCC. Mrs. Millikin questioned Ms. Miller how much the cost is on a per month basis. Ms. Miller indicated \$100 with ad on the site, and unlimited use of the premier calendar as well as an exclusive feature column on the page. Chairwoman Logan indicated she would be willing to create the advertisement for the Commission.

Dr. Clark question what the cost to readers is to utilize the site. Ms. Miller indicated it is free. Mr. Zwahl questioned if the cost proposed would be for six months? Ms. Joice questioned if a non-profit would get a better rate? Ms. Miller indicated she would have to go back to her management to renegotiate a contract. The Commission thanked Ms. Miller for her information and advised they would get back to her.

Discussion ensued after the meeting with Ms. Miller and there were some concerns over the cost. Ms. Joice was concerned over the readership. There should be some numbers we can see to know how many people would be seeing the advertisement. Mr. Zwahl questioned how is the website tracked and how many hits they get to the site on a daily basis.

The Commission requested that Mrs. Millikin contact Ms. Miller and request some further information regarding the number of hits the site gets on a daily basis as well as how many readers go on the site on a daily basis.

There being no other business to discuss Mr. Hayek made a motion to adjourn and was seconded by Dr. Clark. The meeting adjourned at 7:30 p.m.

Respectfully Submitted,

Debra Millikin  
Deputy Town Manager