



MEETING MINUTES

HAYDEN ECONOMIC DEVELOPMENT COMMISSION

HAYDEN TOWN HALL – 178 W JEFFERSON AVENUE, HAYDEN

WEDNESDAY, MAY 21ST, 2025 6:00 P.M.

Minutes Recorded: By Chair Bonucci and Project Manager Corona

1. CALL TO ORDER

2. ROLL CALL

3. NEW BUSINESS

- **Introduction from Love Wellness:** Visitors from Love Wellness
 - *Alina and Charlie Moore, representing Love Wellness, attended the meeting to introduce their membership-based healthcare business, which operates under a Direct Primary Care model. They explained that their services focus on affordable and accessible healthcare through a wellness-based approach, rather than a traditional insurance model. Approximately one-third of their patients have insurance, one-third are uninsured, and the remaining third have a combination of coverage types. Services offered include telehealth, acute care, and support for Veterans' benefits, all coordinated by a licensed Nurse Practitioner.*
 - *Alina and Charlie announced an upcoming open house event scheduled for June 6th and 7th to introduce the community to their services. In addition to his role with Love Wellness, Charlie Moore is a pig and beef rancher and expressed a willingness to offer consulting on selling meat products to restaurants and navigating wholesale distribution. While they identified rising property values and part-time residency as potential barriers to expanding their presence in Hayden, they also noted positive experiences in working with local government agencies.*
- **2025 Business Pitch Competition Planning and updates on timeline**
 - *Project Manager Corona provided an update on the operations and planning for the **2025 Business Pitch Competition**. Marketing efforts began in May, and outreach to potential sponsors is currently underway. Initial reporting from these outreach efforts has been collected and will be compiled for distribution to prospective sponsors. The Commission will determine the date for the first networking mixer via email correspondence.*
- **Mixer Planning**
 - *The Commission will determine the date for the first networking mixer via email correspondence.*

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4. OLD BUSINESS

- New Business Welcome Program Discussion
- Local Business Spotlight Discussion
 - a. *May Business Little Bee Juice – Secretary Martin – Recap*
 - b. *June Business Mountain Sangria/Love Wellness – Commissioner Booth*
 - c. *July Business Ronin Custodial – Commissioner Scurlock*
 - d. *August The Nomadic Table – Seeking Lead*
- Tax Incentive Research Discussion
 - a. The Commission discussed the need to update the current tax incentive policy, noting that it is outdated and does not reflect recent trends, particularly the increasing presence of small businesses in the community. Members agreed that a more strategic approach to incentives is necessary and that recommendations should be developed for Town Council consideration, even though a formal request has not yet been made.
 - b. The discussion emphasized incorporating a "soft side" to incentives, such as offering technical assistance, advertising and marketing support, Hayden Center memberships, and booth space at the farmers market. The group agreed to align these efforts with the town's master plan, specifically using it to identify and support target industries.
 - c. Several changes to the current policy were proposed:
 - i. Update the language by removing vague or limiting terms such as "considerable" and "qualifying."
 - ii. HEDC members will review the existing plan and identify unclear or problematic sections by the end of the month.
 - iii. A new section titled "Small Business Incentives" will be added, defining small businesses based on factors such as revenue, number of employees, and physical footprint.
 - iv. The soft incentive list will be included under this section.
 - v. Additionally, HEDC will develop a community survey or poll to gather input on which incentives are most valued and assess their perceived importance. A defined process for evaluating and applying incentives will also be added to the revised policy.
- Action Items
 - *July Mixer Date Selection*
The date for the July Mixer will be finalized via email. To allow sufficient spacing from the 4th of July and Hayden Daze, the following dates are proposed:
 - *Wednesday, July 9*
 - *Thursday, July 10*
 - *Tuesday, July 22*
 - *Wednesday, July 23*
 - *Action: HEDC members are asked to reply with their preferred date from the list above or propose an alternative if desired.*
 - *Tax Incentive Policy Review: Deputy Town Manager Ebbert will distribute the current Tax Incentive Policy to the board for review.*
 - *Action: All HEDC members should review the policy by the end of the month (EOM). Please flag any language that appears unclear or overly subjective, such as the use of terms like "considerable" or "qualifying."*

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- *Incentive Survey Development*

A survey will be created to gather input from business pitch participants—and potentially community members—regarding which types of incentives would be most attractive and on what scale. The focus will be on small businesses and “soft incentives,” which may include:

- *Technical assistance*
- *Business promotion*
- *Membership to the Hayden Center*
- *Booth space at the Walnut Street Market*

Action: Chair Bonucci will draft a version of the survey will be developed and shared with the group for feedback and revisions.

5. STAFF AND COMMISSION MEMBER REPORTS

6. ADJOURNMENT

Meeting was adjourned at 7:27PM