



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: January 13, 2025
SUBJECT: Discussion regarding Main Street Business Locable Enrollment Strategy

Summary

The current slow season on Main Street presents an opportunity to reach out to business owners who haven't yet joined Locable. We'd like to explore two potential approaches: visiting businesses directly to assist with signup, or hosting designated hours at Town Hall where owners can drop in to register. Our goal is to have all businesses enrolled by the end of February in preparation for the spring/summer busy season.

Staff Recommendation

Staff recommends that the Main Street Board of Directors discuss and select the most effective method(s) to facilitate business owner signup on Locable.