

SPECIAL EDC MEETING
THURSDAY, MARCH 22, 2018 AT 5:15PM
TOWN OFFICES AT HOLY GREEN PLAZA

APPROVED MINUTES

No Quorum present, P. Simonds started the workshop at 5:35pm.

Member in attendance: *Salvatore Cherenzia, Toula Balestracci, Paul Simonds, Lisa Wood*

Members absent: *Brett Matrioanni, David Isom, George Tattersall, Dugan Tillman-Brown*

Staff present: Juliet Hodge, PDZO

Public in attendance: Mike Urgo, Nita Kincaid, Bob Carlson

Public Comments: M. Urgo suggested changing the meeting time since meetings frequently begin after the scheduled time. Commission also felt a 5:30 or 6pm start time would be better.

M. Urgo also suggested that the EDC meet bi-monthly so that they can accomplish initiatives quicker. He offered to help the Commission in any way he could.

Approval of February 27, 2018 Minutes: No quorum – No vote taken.

Treasurer Report: J. Hodge's mileage and lodging for the National APA Conference in New Orleans will be submitted next month. No other expenditures to report.

New Business:

1. **Subcommittee Reports:**

- *Farmer's Market Subcommittee* - subcommittee did not meet. M. Urgo to reach out to his contact that is interested in getting involved. M. Urgo states time is of the essence. J. Hodge suggested contacting Belinda learned, as she expressed an interest to help.
- *Events and Training Subcommittee* - subcommittee met on March 7, 2018. P. Simonds, T. Balestracci, B. Matrioanni, J. Hodge discussed possible May date for EDC 101 and CERC training (May 23 date was not available for the training). With the town meeting in May, Town wide Party for Voter Turnout in June, J. Hodge suggested moving the date of this event to the fall and combining with the all boards and commission event.
- *Subcommittee Members (and possible non-commission members)* - committee welcomes help, support and resources non-commission members may have to offer.

2. **PDZO Activity Report:** Dollar General was approved. J. Hodge is still working with Trillium to find a location for them. ZEO decision upheld regarding Shawn Michael Ward commercial business at 79 Pine Woods Road. Possible new drive-in restaurant (not a chain) on route 2 at the former Bess Eaton building.

3. **Business Beautification Initiative - Budget Detail:** J. Hodge discussed funding options, including a revolving loan program, matching grant program, CT Main Street grant through SECTER. Actual costs have not been determined. First need to determine where to focus our efforts. The stretch of Rte. Heading east from the Farmer's Insurance Office was suggested as a starting point.

4. Marketing Initiative: Operating Expense/Professional Services Line item in the budget increased by \$15,000 for the marketing initiative. BOS requests further details about the marketing campaign. N. Kincaid asked what the marketing vision is. J. Hodge will meet with B. Mastroianni regarding marketing campaign.

J. Hodge can provide vendor estimates for budget detail for marketing efforts, but as there has been no official RFP, definitive numbers are not possible. J. Hodge attended Governor's Economic Development Forum where one of the speakers (a Site Selection Consultant) suggested creating one page informational handouts with vital information about the town. We could also create material focused on individual assets or qualities we want to highlight and use the material on social media, the website and at conferences or events etc.

Old Business:

- Map Project: B. Mastroianni awaiting response from J. Dodd about the town map.
- Website: B. Mastroianni and J. Hodge are checking links for accuracy.
- Welcome Signs: no pricing
- Ordinance Revisions: discussed increasing J. Hodge's reimbursable expenses from \$50 to \$100-\$150. No vote taken due to lack of quorum.

Workshop adjourned at 6:33pm

Next regular meeting is on April 19, 2018 at 5:15pm Town Offices at Holly Green Plaza

Respectfully Submitted,

T. Balestracci and J. Hodge