

EDC SPECIAL MEETING

THURSDAY, JANUARY 17, 2019 5:30PM
THE TOWN HALL CONFERENCE ROOM

APPROVED MINUTES

(Approved 2/21/19)

B. Mastroianni called the meeting of the EDC to order at 5:35pm. Full quorum present

Members in attendance were: *B. Mastroianni, D. Isom, P. Simonds, T. Balestracci, S. Grufstedt*

Members absent: *Salvatore Cherenzia, Dugan Tillman-Brown, Lisa Wood*

Staff present: Juliet Hodge, PDZO

Public in attendance: Mike Urgo, Nita Kincaid

Additions to the Agenda: none

Approval of Minutes: Workshop 4/19/18 (D.Isom, T.Balestracci abstain), Special Meeting 9/4/18 (T.Balestracci abstain) , Special Meeting 9/20/18, Special Meeting 1/10/19 (P.Simond abstain) Motion to approve and seconded (D.Isom/P. Simond) Motion carried 4:0, 1 abstain (S.Grufstedt)

New Business:

- *Website Update* - Welcome page and business resource page needs to be edited. B.Mastrioanni, P. Simonds, T.Balestracci, S.Grufstedt will meet Friday January 25, 2019 at 10 a.m. to finalize the edits so the website can go live.

Mike Urgo presented an example of what an EDC page would look like, should the committee decide to use the town's website. The committee would like to focus on the quality of life, workforce characteristics, business of the month.

Juliet Hodge would like a single web page that could be used for marketing and shared to other pages (i.e. Chamber, VisitCT) J. Hodge will contact Maria Miranda for pricing on a printed marketing piece.

- *2019/2020 Budget* - Committee discussed the line items of the budget. Committee decided to budget farmers' market money to individual farmers that choose to have one on their property. Business appreciation event has been added into the budget. J. Hodge would like to attend an EDC course rather than a conference this year.
- *Business Visitation* - Committee reviewed J.Hodge's list of town businesses. Committee members will decide which ones they will personally visit and J. Hodge will visit the remaining businesses. Committee will build relationships with the businesses and support their individual needs.

Old Business:

- *Marketing Map Project* - B.Mastrioanni will invite Alicia Rathbun to the next regular meeting. Map should be done by April.
- *Town Beautification Program* -Committee edited the application for the program and will introduce it to businesses.

Motion to Adjourn made and seconded (D. Isom/P. Simonds) to adjourn meeting at 7:38 pm.

Motion carried 5:0

Next regular meeting is February 21s at 5:30pm at Town Hall Conference Room.

Respectfully Submitted,
T. Balestracci