



EDC REGULAR MEETING
TUESDAY, May 5, 2020 at 5:30pm
Via ZOOM

Approved Minutes

Chairman Brett Mastroianni called the regularly scheduled meeting to order at 5:33pm.

Attendance:

- **Members Present:** B. Mastroianni, J. Strunk, J. Anderson, J. Dayton, S. Grufstedt and W. Mason.
- **Members Absent:** S. Cherenzia, N. Porter, P. Simonds, and A. Mazzella
- **Staff Present:** J. Hodge
- **Public Present:** Ed Learned and Emily Noyes

Additions to the Agenda: Motion made and seconded (W. Mason/J. Strunk) to add discussion about the possibility of purchasing convention and showcase material under New Business. Motion passed unanimously.

Public Comment: None.

Approval of Prior Meeting Minutes: Minutes of the 4/21/2020 Regular Meeting were accepted as written.

Treasurer's Report: None given as there were no transactions.

PDZO Report: J. Hodge went over the highlights of her report. She provided the full March and April Activity reports she typically provides for P&Z. She also discussed the Strategic Plan she drafted to become part of the overall Strategic Plan for the Town (Added to the 2019 Strategic Plan). She will send out the draft for the EDC to review.

New Business

- **Welcome New Member:** The Commission welcomed new member Jennifer Dayton to the Commission.
- **Purchase of convention and showcase material:** B. Mastroianni discussed purchasing banner signs and a table runner to be used on a table at conventions and other marketing events as well as posters and other showcase material. The Commission members discussed the possible content of the banner signs and table runner. B. Mastroianni said he could get wholesale pricing for the signs (approx. \$125) with a 24hr turnaround time. The runner would be \$90 vs \$250 for a full table cover.

Motion made and seconded (J. Dayton/S. Grufstedt) to purchase Banner sign and table runner. Motion carried.

S. Grufstedt left at 6:11pm

Old Business:

- **Temporary Signage & Business Re-opening:** Commission discussed extending the temporary sign allowance for an additional amount of time after the businesses re-open. B. Mastroianni also discussed purchasing signs about wearing face coverings, etc. that businesses could use. This way the signs would be uniform and have EDC logo on them. The Commission members suggested possibly setting up a meeting with LLHD about re-opening requirements. Also discussed a joint EDC/PZC meeting to discuss zoning implications of some of the ideas discussed to assist businesses now and when they re-open.

Motion was made and seconded (J. Strunk/J. Dayton) to purchase up to \$100 in signage discussed. Motion passed

Commission members discussed some of the programs offered by Eversource and Comcast to help businesses. They also discussed continuing to create and boost ads on Social Media. The EDC has spent \$100 so far on FB ads. B. Mastroianni has not done an ad for our retail stores.

W. Mason suggested that businesses could use a color flag to indicate that they were open. J. Hodge suggested working in the Town Logo /heart theme. B. Mastroianni stated that he wanted to have a discussion about our signage regulations in general at some point. Commission also discussed having the renderings Julia Leeming did for the Commercial District printed as a poster/sign to be used at events.

- **Concept Plans for Commercial District:** J. Hodge reported that she had spoken with Rob Melinosky from 4D Design about doing the renderings for the commercial district, and that he would have a quote to her shortly.
- **Farmers' Market – Subcommittee Report:** No update. B. Mastroianni suggested using the Village Co-op as a springboard for the Farmer's Market.

Final Comments: B. Mastroianni stated that he attended the School Repurposing Committee and that they discussed the various possible uses for the building including a school for students with special needs, a YMCA, municipal/Town Hall offices, and a post office. The Commission discussed ideas for Recreation events as the Fair was cancelled. What other things could we do as a community?

Motion was made and seconded (W. Mason/J. Dayton) to adjourn at 6:44. Motion Passed.

Respectfully submitted,

Juliet Hodge, PDZO

EDC Next Meeting– Regular Meeting May 19, 2020