

**EDC REGULAR MEETING
TUESDAY, MAY 19, 2020 – 5:30 P.M.
VIA ZOOM**

APPROVED MINUTES

Chairman Brett Mastroianni called the regular EDC meeting to order at 5:36PM

Members Present: Chairman B. Mastroianni, Vice-chair S. Cherenzia, Secretary N. Porter, J. Strunk, J. Dayton, W. Mason, and S. Grufstedt

Members Absent: A. Mazzella, P. Simonds and J. Anderson

Staff Present: J. Hodge, PDZO

Public Present: N. Kincaid and E. Learned

ADDITIONS TO THE AGENDA: Motion was made and seconded (S. Cherenzia/N. Porter) to add discussion of Business List under New Business. Motion passed. 7-0

APPROVAL OF MINUTES: J. Hodge stated that the May 14, 2020 Special Meeting minutes were not finished yet. The minutes of the May 5, 2020 Regular Meeting were accepted as written.

PUBLIC COMMENT: There was no public comment.

TREASURERS REPORT: Commission members reviewed the latest profit and loss statement. There is \$7582.64 remaining. B. Mastroianni stated that not all invoices had been submitted. After the invoices for the Social Media ads, display material and signage are submitted, he estimates that there will be approximately \$6,500 remaining.

PZDO REPORT: J. Hodge presented her Remote-work tracking sheets as her report as they detail her weekly activities. She stated that she has been very focused on working with the restaurants to help them through the process of opening for outdoor dining. She has created an application form and department sign-off sheet. She has been creating the site plans and writing the narratives for the businesses after meeting with them to discuss the details and the State guidelines. J. Hodge updated the Commission on the status of the Facilities plan for water/sewer tie-in and on the proposed development at the rotary.

NEW BUSINESS:

Re-opening Initiatives and Requirements and proposed spending of remaining EDC funds: The Commission discussed at length the best way to help businesses with their remaining funds. Possible uses discussed were: purchasing PPE and hand sanitizer to distribute to businesses; making signs, Radio Ads, newspaper ads (e-news and print); beautification projects in select areas (i.e. landscaping) and purchasing Gift Cards for use in future “Buy Local, Win Local” campaign.

Motion was made and seconded (S. Cherenzia/J. Dayton) to run an add in the local paper highlighting local businesses that are re-opening for an amount not to exceed \$1,200.

Commission had further discussion about ad type, medium, and cost.

Motion was amended by S. Cherenzia and seconded by J. Dayton to add radio ads in addition to e-news and print newspaper ads not to exceed \$2,000. Motion passed 7-0

Motion was made and seconded (S. Cherenzia/J. Dayton) to purchase PPE equipment and sanitizer for an amount not to exceed \$500. Motion Passed. 7-0

Motion was made and seconded (S. Cherenzia/W. Mason) to purchase Gift Certificates for future Buy Local Win Local Campaign for an amount not to exceed \$600. Motion Passed. 7-0

W. Mason asked B. Mastroianni about the price for making custom flags to signal that the business is open, as discussed at the last meeting. B. Mastroianni stated that he had, but didn't have the information in front of him.

Business List: J. Hodge asked Commission members help her collect contact information for the businesses on the current list so that we may more easily contact businesses about resources or promotions etc. She assigned each member a portion of the list.

OLD BUSINESS:

Draft EDC Strategic Plan: Commission members had to leave, so this was not discussed.

Motion was made and seconded to adjourn. Meeting adjourned at 6:45PM.

Respectfully submitted,

Juliet Hodge