

EDC REGULAR MEETING
THURSDAY, MARCH 21, 2019 at 5:30pm
THE TOWN HALL CONFERENCE ROOM

APPROVED MINUTES

(Approved 4/25/19)

Call to Order: Brett Mastroianni called the meeting to order at 5:34pm

Members in Attendance: *Brett Mastroianni, David Isom, Toulia Balestracci, Salvatore Cherenzia, Jennifer Anderson*

Members absent: *Dugan Tillman-Brown, Paul Simonds, Stefan Grufstedt*

Staff present: Juliet Hodge, PDZO

Public in attendance: Mike Urgo, Bob Carlson, Alicia Rathbun

Additions to the Agenda: Motion made and seconded to add *PR- Town Messaging* to new business (S.Cherenzia/D.Isom) Motion Carried.

Approval of Prior Meeting Minutes: Motion made and seconded to approve regular meeting minutes 2/21/19 (S.Cherenzia/D.Isom) 3-0 motion carried, S.Chereznia and J. Anderson abstained.

Treasurer's Report: Commission reviewed treasurer's report, which included J. Hodge transportation expense on 3/19/19.

PDZO Report: Proposed convenience store/gas station at 76 Norwich-Westerly Road is being challenged by existing gas station in Stonington. Pollution is a concern with the nearby aquifer. TX/AM #18-107 (text amendment) will be deliberated next month by Planning & Zoning. Public hearing has closed. Juliet Hodge and WPCA will continue to work with Weston & Sampson to further discuss water/sewer tie in with the towns of Westerly/Stonington and draft a formal Facilities Plan for North Stonington. Possible rotary mixed-use project is being redesigned by prospective developer to better reflect existing site conditions. Survey work being done by Peter Gardner. Jovial Food is moving forward with their project to renovate the former Randall's Ordinary. Crider's Farm was sold to Saltwater Vineyard and work is being done on a site plan for proposed uses including an event space and vineyard.

New Business:

1. **New Member:** Jennifer Anderson is the newly appointed member, to fill vacancy left by Lisa Wood's resignation.
2. **Revised Budget:** Proposed 2019-2020 budget was modified with a decrease in 2 lines: Ad Boosts on Social Media and Business Beautification Program. Total reduction was \$3,000.
3. **PR - Town Messaging:** B.Mastroianni discussed how social media posts and newspaper articles may have a direct or indirect negative impact on economic development. M.Urgo discussed the lack of newspaper reporters in town and lack of control over the content of articles written. J.Hodge suggested releasing our own articles to better control content.

Old Business:

1. **Marketing Map:** Commission reviewed map layout and content with Alicia. EDC discussed adding town history to the back of the map, highlight farm to table type uses, equine and other hiking trails, all uses and resources related to quality of life and our central location in relation to

many of these uses that occur outside of town. The map will also have room for local businesses to advertise.

2. **Website Update:** B.Mastroianni verified the links work and will have webmaster remove community service section.
3. **Marketing Brochure:** Maria Miranda will create and design a marketing brochure for approximately \$1500. B.Mastroianni, T. Balestracci and J.Hodge will meet with Maria Miranda for a goal setting session.
4. **Business Visitation Schedule:** Commission reviewed an old list of businesses in town. Commission will review and remove businesses that are no longer in town and edit any necessary information. Commission reviewed a standard list of questions to ask the businesses.
5. **Town Beautification Program:** B. Mastroianni to send the program flyer out. The program will be shared to businesses.

Motion to adjourn made and seconded (B.Mastroianni/D.Isom) meeting adjourned at 7:08 motion carried 5-0.

Next regular meeting is April 18th at 5:30pm at New Town Hall Conference Room.

Respectfully Submitted,
Toula Balestracci