

**EDC REGULAR MEETING**  
**THURSDAY, June 20th at 5:30pm**  
**THE TOWN HALL CONFERENCE ROOM**

**Approved Minutes (Approved 9/18/19)**

**1. Call to order:** Brett Mastroianni called the meeting to order at 5:38pm with an anticipated quorum.

**2. Member in Attendance:** *Brett Mastroianni, Jennifer Anderson, Salvatore Cherenzia (arrived 5:45), Paul Simonds, Toula Balestracci, Stefan Grufstedt*

**Members Absent:** *David Isom, Dugan Tillman-Brown*

**Staff Present:** Juliet Hodge, PDZO

**Public in Attendance:** Nita Kincaid, Ron Lewis, Carl Johnson

**3. Approval of Prior Meeting Minutes:** 5/16/2019 Regular Meeting (Workshop) and 4/25/2019 Special Meeting - accepted as presented

**4. Treasurer's Report:** no activity

**5. PDZO Report:** J. Hodge went over her activity report. J. Hodge discussed her business visitations and the issues that were raised. Also discussed recent property inquiries for possible development. Work is still progressing with the Westerly Water tie-in and negotiations with Stonington for Sewer tie in.

J. Hodge mentioned an upcoming Public Hearing for a possible zone change for 2 commercial properties located in a residential zone. The parcels would change from R40 to a new Village Commercial Zone classification. The EDC members were in support of this change as it would allow the currently non-conforming businesses to become conforming and thereby be permitted to make improvements/expansions etc. She suggested that the EDC write a letter of support and come to the meeting. B. Mastroianni said he would write the letter. The EDC and PZC meet on the same night next month making it the perfect opportunity to attend to support the change.

**Motion made and seconded (S. Cherenzia/P. Simonds) to add new business agenda item to discuss purchasing a data report from seCTer. Motion carried**

**6. New Business**

- **Single-use Plastic Bag and Plastic Straw Ban:** Committee discussed the potential financial impact the ban would have on small businesses and questioned how it would be enforced. Public comments from 2 local business owners were not supportive of the ban saying it would effectively be another tax on businesses who already struggle. BOS to send the literature they received on the ban, for committee to review.
- **seCTer Data:** J. Hodge discussed the benefits of purchasing town data from seCTer to update the 2010 data used in the 2012 EDC Action Plan, 2012 Housing Plan and 2013 Plan of Conservation and Development. The price offered by seCTer is incredibly reasonable. This data would be used in any upcoming plans and for strategic planning and marketing purposes as well. Committee agreed to have seCTer provide the report, but not exceed \$3000 for this expenditure.

**Motion was made and seconded to have seCTer provide a comprehensive data report not to exceed \$3,000 (S.Cherenzia/T.Balestracci). Motion carried 6:0**

**7. Old Business**

- **Marketing - Map Project update:** B. Mastroianni spoke with Alicia Rathbun and should receive a final version on Monday. Alicia Rathbun's goal is to sell all of the advertising space by July 14, 2019
- **Website Update:-** no updates

- **Marketing Brochure content and EDC Page content update:** J. Hodge, B. Mastroianni and T. Balestracci met with Miranda Creative and Margaret Leonard for a marketing photoshoot. Committee should get a draft of the brochure by the end of the month.
- **Business Visitation Update** - B. Mastroianni suggested the committee develop a solid program that the members of the EDC could participate in, or leave it as a more casual visitation program handled by staff – more a just a checking in, rather than to gather information about the company and their future plans etc. B. Mastroianni suggested dedication meeting time to discuss this more thoroughly.
- **Town Beautification Program** – The EDC funding for this program was cut to \$2,500 in the proposed budget. J. Hodge suggested moving forward with the program anyway and if there seemed to be a lot of interest (many applications), the EDC could request additional funding for it or use other Operating Expense money to continue the program until the next budget cycle.
- **Joint Meeting with Stonington EDC** - J. Hodge will reach out when things calm down a little in Stonington. There are a lot of big projects in the works currently.

**Motion made and seconded to adjourn at 6:32pm (P.Simond/S.Cherenzia) Motion carried 6:0**

**Next Meeting is July 18th in New Town Hall Conference Room 5:30pm**