



EDC REGULAR MEETING
TUESDAY, April 21, 2020 at 5:30pm
Via ZOOM

Approved Minutes

Chairman Brett Mastroianni called the regularly scheduled meeting to order at 5:37pm.

Attendance:

- **Members Present:** B. Mastroianni, S. Cherenzia, P. Simonds, J. Anderson, S. Grufstedt and W. Mason. N. Porter joined at 6:22
- **Members Absent:** J. Strunk, and A. Mazzella
- **Staff Present:** J. Hodge
- **Public Present:** N. Kincaid, B. Carlson and Jennifer Dayton

Additions to the Agenda: Motion made and seconded (S. Cherenzia/ P. Simonds) to add discussion about Facebook Live events at local businesses. Motion passed unanimously.

Public Comment: Jennifer Dayton spoke about her interest in being on the EDC. She submitted the application on March 4, 2020 and her resume. J. Dayton described her past experience serving on municipal commissions and working in banking.

Approval of Prior Meeting Minutes: Minutes of the 4/7/2020 Regular Meeting were accepted as written.

Treasurer's Report: J. Hodge went over the most recent financials. There have been no charges since the last meeting. B. Mastroianni has not submitted invoices for the FB Ads yet. The Commission discussed the possible use of remaining funds. J. Hodge discussed using the Business Beautification funds for landscaping certain key areas in town to improve the curb appeal of existing businesses without asking for matching funds as a gesture of support during the difficult time we are in. B. Mastroianni said the EDC could discuss this at the next meeting. J. Hodge reminded the Commission that remaining funds need to be designated for something specific and used prior to June 30, 2020.

PDZO Report: J. Hodge went over the highlights of her report. She reported that she has still been calling businesses to check in and offer any support. Hodge stated that the provision for allowing additional temporary signage during the pandemic. Hodge updated the Commission on the water/sewer extension facilities plan and prospective development on Frontage Rd. She continues to post links to information on resources available for businesses and residents. She reported that she was working with the new Grant writer to try and find funding for the Commercial District renderings and other initiatives.

New Business

- **Temporary signs:** B. Mastroianni and J. Hodge drafted a letter to BOS and PZC asking them to approve the temporary use of additional signage as discussed. L. Steinbrecher from PZC said that J. Hodge could authorize and oversee the temporary use of additional signage as it is an enforcement matter rather than a change to the actual regulations themselves.

- **Business Re-opening:** Commission discussed ideas on different ways the EDC could assist businesses now and when they re-open, such as continuing to create and boost ads on Social Media, hosting open-house events, and rescheduling the event the EDC had planned for April.
- **Live FB Events (addition to agenda):** J. Anderson described the live stream events some businesses in nearby town had whereby someone films the owner while asking them questions about their available products, hours of operation, way to order on line, etc. The people watching the “event” could then call-in within a certain amount of time and place an order – these people would win a small prize for supporting the business. The Commission discussed doing something similar. J. Hodge suggested that they approach the Milltown Monitor to see if they wanted to do the filming part, and that EDC would supply some of the “prizes”.

A motion was made and seconded (S. Cherenzia/ P. Simonds) to authorize the purchase of prizes (such as gift certificates) not to exceed \$200 should the EDC choose to participate in a live FB event as described by J. Anderson. Motion passed.

Old Business

- **Social Media Ads/Post Boosts:** B. Mastroianni ran ads for the local restaurants and the Village Co-op. The ads reached over 12,000 people with a lot of post engagement as well. The Village Co-op post was widely shared as well. B. Mastroianni is now working on additional ads for retailers and some landscapers (those who sell mulch and plants etc.).
- **Concept Plans for Commercial District:** B. Mastroianni and S. Cherenzia have not had luck finding someone to do the renderings. J. Hodge said she would contact her sister-in-law to get an idea of the cost and B. Mastroianni would try and reach out to DJ Noyes who is a Landscape Architect in town.
- **List of Businesses Open** – J. Hodge and B. Mastroianni gave an update on the businesses they have contacted. J. Hodge provided a list of businesses for town and indicated the ones she contacted. She will focus on contacting manufacturers next. B. Mastroianni will focus on landscaping businesses and retail businesses.
- **Farmers’ Market – Subcommittee Report:** No update

Final Comments: B. Mastroianni asked if anyone had any final comments. Commission discussed the lack of an EDC representative on the School Repurposing Committee and B. Mastroianni asked if anyone was interested in attending the meetings. W. Mason stated that he may be able to attend depending on when the meetings are held. J. Hodge will look at any of the posted minutes as she does not have enough time to attend on a regular basis. B. Mastroianni reported that he had not spoken to A. Mazzella to see whether he was interested in remaining on the EDC. Jennifer Dayton reiterated her interest in being appointed to the EDC.

Motion was made and seconded (S. Cherenzia/P. Simonds) to adjourn at 6:37. Motion Passed.

Respectfully submitted,

Juliet Hodge, PDZO

EDC Next Meeting– Regular Meeting May 5, 2020