

EDC REGULAR MEETING

TUESDAY, February 18, 2020 at 5:30pm

THE NEW TOWN HALL CONFERENCE ROOM

DRAFT MINUTES

Call to Order: Brett Mastroianni called the meeting to order at 5:33pm.

Members in Attendance: Brett Mastroianni, Nicole Porter, Paul Simonds, Jennifer Anderson, Jennifer Strunk (alternate).

Members Absent: Anthony Mazzella (alternate), Will Mason, Stefan Grufstedt, Salvatore Cherenzia.

Staff Present: Juliet Hodge, PDZO

Public Present: Nita Kincaid, Selectman, Bob Carlson, Selectman. Robert Utter (Milltown Monitor), Shawn Murphy and Ron Lewis.

Public Comment: None.

Approval of Prior Meeting Minutes: Minutes of the February 4th meeting were accepted as written.

Additions to the Agenda: Election of a new treasurer due to the resignation of Toula Balestracci added under new business.

Treasurer's Report: None given as there have been no new charges.

PDZO Report: The Commission reviewed the activity report submitted. J. Hodge drew attention to the ECT Chamber sponsored Business Breakfast event on February 20th. Both B. Mastroianni and J. Hodge are planning on attending. It was noted that the PZC recently amended some of their regulations to set limits for the total number of guests for large and small Event Barns and eliminating the required 50/50 ratio of residential to commercial for mixed use developments. Ron Lewis is submitting plans for the expansion of his Farm Stand.

New Business

- **Directional Signage:** Ron Lewis discussed a proposal for the EDC to explore the purchase of directional signage pointing out key businesses or “attractions” in North Stonington. The EDC is in favor of the signs and will investigate further. J. Hodge will research other towns with similar signs to see how they are dealt with in the zoning regulations.
- **Add Boosts:** J. Hodge will advertise the business social gathering and the brochure content.
- **Commission Member Photos:** B. Mastroianni requested that EDC members send him a head shot instead of taking new pictures.
- **Budget Update:** B. Mastroianni and J. Hodge presented the FY2020 EDC budget to the Board of Selectman and the Board of Finance. There were no objections at the meeting.
- **Election of a new Treasurer:** **Motion made and seconded (N. Porter/J. Strunk) to nominate P. Simonds as Treasurer. Motion Passed** There were no additional nominations. **Motion made and seconded (N. Porter/J. Strunk) to elect P. Simonds as Treasurer. Motion passed unanimously.**

Old Business

- **Farmer's Market:** Bob Carlson reported out for the Sub-committee. They are considering doing 2 pop-up markets. The next Subcommittee meeting is Monday, February 24, 2020.
- **Confidentiality Statement/Agreement:** No new discussion.
- **Local business engagement and All Boards and Committees Events:** There was a discussion around creating a postcard mailer advertising the local business engagement event scheduled for April 30, 2020. J. Strunk is working on a draft of the postcard. It was suggested that EDC members hand deliver as many postcards as possible to encourage business owners to attend. This would also give us the opportunity to have face to face discussions with the owners. There was a brief discussion around food for the social and that it should be finger food. B. Mastroianni will talk to Adrianna from El Torrillo and Carl Johnson about the food.
- **Business Directory:** The Business Directory will be discussed at the Business Open House event to generate interest. The EDC hopes to produce a paper and digital version to use on the website.
- **Business Beautification:** No new discussion.
- **Business Survey re: signage and design guidelines:** B. Mastroianni asked that EDC members email J. Hodge five suggested questions for the signage and design guidelines survey that will be handed out at the local business engagement social on 4/30/2020. B. Mastroianni suggested that J. Hodge make a quick signage reference sheet for business owners showing what is allowed etc.

Motion made and seconded (P. Simonds/N. Porter) to adjourn. Meeting adjourned at 6:37pm.

Next regular meeting is March 3rd at 5:30pm at New Town Hall Conference Room.

Respectfully Submitted,

Nicole Porter & Juliet Hodge