

EDC SPECIAL MEETING
THURSDAY, APRIL 25, 2019 at 5:30pm
THE OLD TOWN HALL CONFERENCE ROOM

APPROVED MINUTES

(Approved 6/20/19)

Call to Order: Brett Mastroianni called the meeting to order at 5:38pm

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

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

Staff present: Juliet Hodge, PDZO

Public in attendance: Priscilla Lewis, Alicia Rathbun

Approval of Prior Meeting Minutes: Motion to approve regular meeting minutes 3/21/19 (S.Cherenzia/D.Isom)
Motion carried 5-0

Treasurer's Report: no new activity

PDZO Report: Committee reviewed J.Hodge's activity report

New Business:

- **Upcoming Events:** Committee will host an All Boards and Commissions event after the November election – similar to 2 years ago.
- **Joint Meeting with Stonington EDC:** J.Hodge to contact Stonington about having a collaborative meeting. Possibly include Westerly. Planning and zoning could be included as well. The goal is to support the region and work together.

Old Business:

- **Marketing Map:** Committee reviewed the progress of the map with Alicia. Committee discussed adding trails and collaborating with the Conservation Committee. A separate box will be added showing nearby transportation options. B.Mastroianni to write a letter to solicit advertisements for the map. Single space is \$250 and a double space is \$400. Thirty-three spaces are available. The map will be titled, "Explore North Stonington".
- **Website Update:** Broken links have been removed. Should go live shortly.
- **Marketing Brochure content and EDC Page content update:** B.Mastroianni, T. Balestracci and J.Hodge met with Maria Miranda to discuss the goals with respect to new marketing material to be created. Miranda Creative will create the content and provide photography. Project should be completed by July 2019.
- **Business Visitation Schedule:** Committee needs to review list and members will visit their selected businesses.
- **Town Beautification Program:** T.Balestracci will create a flyer that can be distributed to businesses in town.

Motion to adjourn at 6:49pm (D.Isom/S.Cherenzia) Motion carried 5-0.

Next regular meeting is May 16th at 5:30pm at New Town Hall Conference Room.

Respectfully Submitted,

Toula Balestracci & Juliet Hodge