

EDC REGULAR MEETING

Tuesday, September 1, 2020 at 5:30pm

Via Zoom Meeting

APPROVED MINUTES

Call to Order: Brett Mastroianni called a workshop to order via Zoom at 5:45pm due to a lack of Quorum. A Quorum was briefly achieved at 5:50pm, but due to technical difficulties, J. Anderson had to drop off the meeting.

Members in Attendance: Brett Mastroianni, Will Mason, Salvatore Cherenzia, and Jen Dayton. J. Anderson arrived at 5:51 but was not able to stay for the whole meeting).

Members absent: Paul Simonds, Stefan Grufstedt, Nicole Porter, Jen Strunk (alternate) and Anthony Mazzella (alternate).

Staff present: Juliet Hodge, PDZO

Public Present: Mike Urgo, First Selectman, Nita Kincaid, Selectman.

Additions to the Agenda: Motion made and seconded (W. Mason/J. Dayton) to add Covid relief discussion under New Business. Motion Passed (Quorum present for this motion)

Treasurer's Report: J. Hodge states that there was no activity to report.

PDZO Report: Committee reviewed J. Hodge's activity report. J. Hodge gave some statistics on the number of new businesses, Home Occupation and new houses approved since January, and updated the Commission members on the most recent inquiries and economic activity.

New Business

- **Capital Plan:** EDC does not really have any Capital Plan items to speak of. The POCD is the only Land Use and Economic Development related item.
- **Meeting format moving forward:** Commission discussed the meeting format moving forward: In-person vs Zoom. There have been some complaints that it is difficult for the public to hear the commission members who meet in person at the media center as there is only one central microphone. Members present were mostly in favor of in-person meetings, though the convenience of Zoom meetings was acknowledged.
- **Coastal Academy Food Truck:** This item will be moved to next month's meeting.
- **Covid Relief Update:** Commission discussed the Governor's extension of the Emergency Declaration until February and the potential impact on restaurants in particular – as outdoor seating in cold weather will not be feasible. Given the number of restaurants statewide, hopefully some action will be taken to address this issue. M. Urgo stated that the Gov. did discuss Phase IV reopening on the last week's Governor's Call. The EDC will continue to try to find ways to promote the restaurants in town.

Old Business

- **Buy Local Campaign:** B. Mastroianni stated that he was still working on the details of the campaign and a script to use when talking to businesses about participating. Commission members and staff discussed ways to run and promote the campaign including: using social media (Like and Share); engaging the Chamber of Commerce and using their email list to reach a wider audience; the use of newspapers to advertise (price of ads is high); doing another radio ad; creating "business cards" to distribute with links to submit entry; Commission needs to determine the parameters on how people are

entered. N. Kincaid suggested that they put something in the upcoming Quarterly. The aim is to roll the program out by Oct. 1st.

- Strategic Plan Discussion: J. Hodge will send out the draft to members to review again. No further action.
- Meeting to review seCTer Data Report: J. Hodge would like to work with a group of EDC members to review the report and create the presentation. EDC established a target date of Nov. 30 for the presentation with format to be determined

Meeting/Workshop adjourned at 6:41 pm

Next EDC meeting is scheduled for September 15, 2020 at 5:30p via Zoom.

Respectfully Submitted,

Juliet Hodge