

EDC REGULAR MEETING

Tuesday, November 17, 2020 at 5:30pm

Via Zoom

APPROVED MINUTES

Call to Order: Brett Mastroianni called the meeting to order at 5:31pm.

Members in Attendance: Brett Mastroianni, Nicole Porter, Jennifer Dayton, Jennifer Anderson, Will Mason, Salvatore Cherenzia and Jennifer Strunk.

Members Absent: Anthony Mazzella (alternate), Stefan Grufstedt,

Staff Present: Juliet Hodge, PDZO, Mike Urgo, First Selectman, Bob Carlson, Selectman and Nita Kincaid, Selectman.

Public Present: Jane Davis, Greg Howard

Public Comment: None.

Approval of Prior Meeting Minutes: Minutes of the October 20, 2020 were accepted as written.

Additions to the Agenda: None

Treasurer's Report: No report – no transactions

PDZO Report: J. Hodge went over her activity report for October which she provided members electronically. J. Hodge stated she has been working on preparing for the joint meeting in December re: utilities; working with Frank Zaino on potential re-use for the medical buildings at the Rotary. J. Hodge attended the ribbon cutting for Better Together. Commission members did not have any questions on the Activity Report.

New Business:

- a. **IT discussion and future strategic plan grant information:** Jennifer Dayton made a presentation regarding her idea of creating a school focusing on IT careers. The Economic Development Authority provides a 50% grant to do a feasibility study; we would pay the other 50%. J. Dayton will investigate the cost of the feasibility study and some other details of her proposal and report back to the members of the EDC.
- b. **Jane Davis Chamber of Commerce of Eastern Connecticut:** Jane Davis was our guest and discussed ways in which the Chamber of Commerce for Eastern Connecticut can assist North Stonington. Jane detailed the Holiday Shopping Trail, grants that are available to area businesses, supporting local ribbon cuttings, Business Breakfast Meet Up, State of the State, virtual professional development workshops and virtual networking.
- c. **Cares Grant Discussion:** There is a \$5,000 grant available to any local business who has had a 20% loss of revenue. The money would be given out by 12/29/20. N. Porter and J. Anderson are willing to send messages via the EDC email to local business alerting them of the grant. J. Hodge will organize the local businesses into a spreadsheet.
- d. **Social Media:** B. Mastroianni asked J. Strunk to set up an EDC Instagram page. There was a discussion regarding updating the EDC social media pages regularly to keep interest. J. Strunk is willing to help but would need content ideas. M. Urgo suggested highlighting one business a week.

Old Business:

- a. Buy Local Campaign Update: B. Mastroianni suggested we launch the campaign on “small business Saturday”. B. Mastroianni sent J. Hodge a draft of the sign that customers would hold up and take a picture with to post on social media after visiting the business. Jane Davis offered to share our Shop Local campaign on the Chamber of Commerce’s website. B. Mastroianni will order the signs and cards this week. An anticipated drawing every two weeks is proposed.
- b. POCD Survey: B. Mastroianni suggested every member read and review the current questions to determine the appropriateness of them for this next survey. We want to make sure there is a focus on economic development.
- c. seCTer Data Report: There was a discussion about delaying the meeting to discuss this community and demographics conversation until it could be done in person, as there was concern that a zoom meeting would not bring about the same level of engagement.
- d. Sewer/Water Update: M. Urgo has a meeting on 12/7/20 with all the Chairs of Boards and Commissions to discuss the sewer and water situation for the KOA Campground and the Vineyard. At this meeting, the town’s consultant will give an update on the status of water and sewer for these businesses. M. Urgo has asked Stonington for an estimate for the sewer tie in fee for these businesses. Greg Howard vowed to assist us in getting this estimate.

Adjournment: Motion was made and seconded to adjourn at 6:40pm (S. Cherenzia/J. Strunk).

Next regular meeting is December 1, 2020 at 5:30pm via Zoom.

Respectfully Submitted,

Nicole Porter & Juliet Hodge