



**SPECIAL  
EDC MEETING**  
MONDAY, JUNE 26, 2017 AT 5:15 PM  
TOWN OFFICES AT HOLLY GREEN PLAZA

**MINUTES**

**B. Mastroianni called the Special Meeting of the EDC to order at 5:17pm.** Being a Special Meeting, no additions to Agenda were permitted.

**Members in Attendance were:** *B. Mastroianni, D. Isom, D. Tillman-Brown, A. Sadowski, B. Bartick, and G. Tattersall (arrived at 5:30pm)*

**Members absent:** *B. Campagna*

**Staff present:** **J. Hodge, PDZO**

**Public in attendance:** Shawn Murphy, First Selectman and Paul Simonds

**Public Comments:** Paul Simonds introduced himself to the Commission and indicated interest in joining the Commission. B. Campagna has submitted a letter indicating her resignation.

There were no meeting minutes to review.

**Treasurers Report:** D. Tillman-Brown presented a copy of the most recent Profit & Loss Budget vs Actual through 6/21/17 for the Commission members to review. Commission is under-budget primarily due to the unused consultant funds that remained in the EDC budget after the PDZO position was created. Staff offered explanations for past and remaining anticipated expenditures by the end of the fiscal year. The EDC will no longer have internet or cell-phone expenses as staff is not using the Holly Green office and not using the cell phone. Most expense is associated with staff travel to meetings and fees for seminars. The large expense this quarter was from the APA conference. EDC and PZC both used funds to send staff to the conference. Staff also attended the recent Eastern CT Chamber event in New London. Discussion followed.

**Motion** made and seconded (D. Isom/ D. Tillman-Brown) to Approve Treasurer's Report. Motion carried 6:0

**New Business**

**J. Hodge discussed the** *POCD/Action Plan Priority Items* and offered the following suggestions in her Activity

Report for the Commission to consider:

- Create EDC Handbook and Flow Chart of Permitting Process
- **Increase participation on Boards and Commissions and other leadership roles**
  - Conduct a survey aimed at learning why residents and business owners do not want to participate
  - Work with schools to improve volunteer programs and connect students with town government
- **Create a "lend a Hand" fund** available only to local small businesses transitioning from their home-based business to a vacant or underutilized commercial/industrial space
- **Marketing Campaign:** Hire consultant to create marketing material including videos to be used at trade shows, the website and social media.
- Host event with seCTer and Agro-sci about indoor farming opportunities.

The Commission all agreed that getting the website issues straightened out was really the top priority and developing a presence on Social Media should also be a high priority. G. Tattersall suggested approaching various businesses in town and asking them to give a testimonial (written or filmed) to be used on the website and on social media to

promote North Stonington as a great place to do business etc. The Commission discussed using consultants to help develop professional marketing material to be used on multiple platforms. J. Hodge to continue to develop the EDC Handbook and flow chart and packet of material for businesses that include funding resources. B. Bartick suggested moving forward with creating a slogan for North Stonington in similar fashion as Stonington has. He suggested playing off the notion that we are the gateway to New England.

#### *Speakers for upcoming meetings*

J. Hodge suggested inviting Courtney Henderson from CERC and Nancy Cowser, Ann Chambers and Lisa Wood from seCTer to a future meeting. This could be a meeting that we invite local businesses to attend as well. Could partner with the Greater Mystic or Eastern CT Chambers and with Stonington to get a better turnout if need be. Commission discussed doing the municipal training again and possibly inviting the folks from seCTer to that event.

#### *2017-2018 Budget correction*

J. Hodge reviewed the discrepancy between what was presented to the BOF and what was actually put forward as the official numbers to be voted on. J. Hodge sent an email to the Chair and Vice-Chair of BOF and to S. Murphy requesting an explanation. She has not received a reply.

#### *Upcoming Events*

There is a ribbon cutting ceremony on July 13 from 4-5pm for Mike Uργο and the new Farmers Insurance location on Norwich Westerly Rd. The event is sponsored by the Eastern CT Chamber of Commerce. J. Hodge planning to attend.

Commission discussed holding some sort of grand opening ceremony for the hardware store/restaurant in the village as well.

#### **Old Business**

##### *Website Issues: Retrieving Old Site – Fixing the information on new Town Website*

Commission members discussed the website issues. Despite several tries, B. Mastroianni has not been able to get a response from the Go Daddy representative about paying to restore the website. J.Hodge and B. Mastroianni to meet to review Sam Eisenbeiser's files to see what we still have.

Commission briefly discussed the progress, or lack thereof, between Stonington and N. Stonington with respect to tying into Stonington's system.

**Motion** made and seconded (D. Tillman-Brown/D. Isom) to adjourn the meeting at 6:03pm. Motion carried 6:0

Next Meeting is the Regular meeting on July 20, 2017 at 5:15pm Town Offices Holly Green Plaza.

Respectfully Submitted,

Juliet Hodge, PDZO