

EDC REGULAR MEETING

Tuesday, September 15, 2020 at 5:30pm

Via Zoom

DRAFT MINUTES

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

Members in Attendance: Brett Mastroianni, Nicole Porter (5:35), Jennifer Dayton, Jennifer Anderson, Will Mason and Paul Simonds on the phone.

Members Absent: Anthony Mazzella (alternate), Stefan Grufstedt, Jennifer Strunk (alternate), Salvatore Cherenzia.

Staff Present: Juliet Hodge, PDZO

Public Present: Nita Kincaid, Selectman, Bob Carlson, Selectman.

Public Comment: Nita reminded the Commission that the quarterly report was due.

Approval of Prior Meeting Minutes: Minutes of the September 1, 2020 Minutes were accepted as written.

Additions to the Agenda: None

Treasurer's Report: The Chamber invoice was submitted, and the seCTer invoice is expected this week.

Motion made and seconded (J. Dayton/W. Mason) to pay the seCTer and Chamber Dues. Motion Passed.

PDZO Report: J. Hodge briefly discussed that the Water Pollution Control Authority with the help of a consultant is talking with the appropriate parties regarding the water utility extension initiative to get water to KOA and surrounding commercial properties (who have expressed interest). There were also talks with the Department of Public Health regarding the regulations about water coming from other sources (i.e.: Rhode Island) and possible funding sources for the private parties to use.

New Business

POCD Survey: J. Dayton suggested that new questions be added to the survey to fit our current priorities. B. Mastroianni suggested all EDC members review the survey over the next 2 weeks and be prepared to suggest different questions at the next meeting.

Old Business

Buy Local Campaign: There was a detailed discussion around the specifics of the Buy Local Campaign and the possible involvement of the Eastern Connecticut Chamber of Commerce. There is an initiative where if the EDC can get three North Stonington businesses to give \$500 each, we could apply for matching funds from the State. It was suggested that Courtney from the Eastern CT Chamber of Commerce meet with Brett and Juliet to get more details. Commission members discussed the details of the program and ways to promote the campaign such as radio ads, stickers for the bags, posters and "business cards." Aiming for Oct 9th for Date of the 1st drawing.

A motion was made (W. Mason/J. Anderson) to authorize spending up to \$300 on promotional items discussed for our Buy Local Campaign. Motion passed.

A motion was made (P. Simonds/N. Porter) to authorize spending up to \$200 on radio ads for our Buy Local Campaign. Motion passed.

Action Steps:

- Design Posters, stickers, business cards (?)
- Radio Ad (Brett)
- Narrative (campaign details) to use to solicit participation (Brett)

Strategic Plan Edits: This was tabled until next meeting.

Meeting to review the seCTer Data Report: A small group of EDC members (B. Mastroianni, J. Hodge, J. Dayton and possibly W. Mason) will sit down within the next 2 weeks to review the report.

Renderings: No update

Motion to adjourn at 6:49 pm and seconded (N. Porter/W. Mason). Meeting adjourned at 6:49pm.

Next regular meeting is October 6, 2020 at 5:30pm via Zoom.

Respectfully Submitted,

Nicole Porter & Juliet Hodge