

East Hartford Economic Development Commission
Town Hall Conference Room
Regular Meeting
May 7, 2008

1) CALL TO ORDER

- a) A regular meeting of the East Hartford Economic Development Commission was called to order at 6:40 p.m. on Wednesday, May 7, 2008.

2) ROLL CALL

- a) Present: Chairperson Marilyn Pet; Vice-Chair Debra Arrieta; Miguel Franco; pat Harmon, Barbara Ann Rossi, Susan Skowronek, John Ryan Absent: Chuck Hutchinson, Devorah Johnson, Bill Marsh, liaison of EH Chamber of Commerce
- b) Others in Attendance: Jeanne Webb, Dir. of Development; Aya Jensen, Economic Development Specialist, Ken Kahn, Executive Director Greater Hartford Arts Council; Sara Barr, Media Officer, City of Hartford

There was no objection to moving a presentation by our guests to the top of the agenda so that Ken Kahn and Sara Barr Can speak on a marketing campaign.

- 1) The Greater Hartford Arts Council presently has a \$340,000 advertising campaign to promote the Hartford region to visitors. CEEADA, the City of Hartford, the Arts Council, the MetroHartford Alliance, and carious corporate sponsors are presently funding this initiative. They used \$700,000 for the Rising Star Campaign and that was \$350,000 for quality of life promotion and \$350,000 for Economic Development.

Ken Kahn explained the proposal for a marketing campaign that will be rolled out from the Berkshires to new London this summer and fall to attract visitors to East Hartford, West Hartford and Hartford. They are requesting an endorsement from the Economic Development Commission to utilize up to \$10,000 from the EDC budget for this campaign. John Ryan asked how this was going to work and how our venues mesh with the advertising and timing. Ken mentioned that the campaign will run through Thanksgiving and includes the Connecticut River as a destination, Podunk Festival and the Community Cultural Center. Ken explained that they are focusing on an audience that can make a 100 mile trip by car. Within that market area there is an audience for our venues.

Marilyn Pet has worked on a potential tourist map. The Arts are alive and there is a thought to putting together a kids guide to Greater Hartford. The Hartford Foundation has earmarked \$70,000 for the Rising Star Campaign.

Commissioners thought that we may need an EDC and Parks and Rec person at the table.

3) APPROVAL OF MINUTES

- a) Minutes from April 2, 2008

**MOTION MADE BY MR. RYAN, SECONDED BY MS. ROSSI TO APPROVE
THE MINUTES
APPROVED PAT HARMON AND SUSAN SKOWRONEK ABSTAINED**

Marilyn Pet indicated that she found on a website regarding Roberts Rules, that you need not abstain from voting on approval of minutes if you were not in attendance.

4) BILLS LIST

- a) The Clerk was out sick, no bill to be approved.

5) LIAISON REPORT FROM PLANNING & ZONING

- a) Mr. Ryan reported he was unable to attend the last Planning and Zoning meeting which was a public hearing on Adult Entertainment text amendments to the zoning regulations. There was a discussion about Adult Entertainment facilities. Jeanne Webb explained the process we have gone through to regulate Adult Entertainment in town.

6) LIAISON REPORT FROM CHAMBER OF COMMERCE

- a) Mr. Marsh sent his regrets that he was unable to attend. The Commissioners requested that staff write a letter of recognition for Bill Marsh.

7) OLD BUSINESS

- a) Signage Task Force
 - i) Marilyn gave an update on the past meeting. which included representatives from Cabela's and the Matos Group.
- b) Advertising and Promotions Sub-Committee – RFP for Services
 - i) The bidding companies will be putting together presentations of their marketing campaigns. They will meet on May 20 at 5:00 pm at the town hall.

8) NEW BUSINESS

- a) Greater Hartford Arts Council – John Ryan made a motion to endorse "The Hartfords" project utilizing up to \$10,000 over the Fiscal years 2007-08 and 2008-09 from the EDC's advertising budget for this purpose. Seconded by Susan Skowronek. Passed unanimously.
- b) Ms. Jensen gave a report on the Business After Hours event that will be sponsored by the town and to be held the night of the Slam Alan concert at the East Hartford Community Cultural Center on June 12. She has been checking catering prices and recommended that we put aside no more than \$500.00 for the event. Prices and menus for three local caterers were passed around. John Ryan made a motion seconded by Deb Arrieta to provide up to \$500 for the After Hours event on June 12.
- c) Marilyn Pet spoke about a local Artist Bob Kenary and his recent piece at the Gengras Harley dealership. She asked that the Economic Development Commission recognize Bob and Gengras for making East Hartford stand out. The Fine Arts Commission is interested in doing something. There was a discussion regarding which Commissions should take the lead on this issue. This would be a free public relations event to recognize Gengras and Kenary.

9) ADJOURNMENT

Meeting Adjourned at 8:10 p.m.

Respectfully Submitted,

Jeanne Webb
Development Director

Cc: Town Clerk
 Melody A. Currey, Mayor
 Development Department