

TOWN OF EAST WINDSOR ECONOMIC DEVELOPMENT COMMISSION

11 Rye Street, Broad Brook, CT 06016

Website: <http://www.eastwindsorct.com>

Regular Meeting Minutes November 18, 2013

I. ESTABLISHMENT OF QUORUM:

Members Present: Eric Moffett, Ryan Nilsson, James Richards, and Maria Rumore. Josh Kapelner arrived at 6:25 p.m.

Members unable to Attend: Everyone was present.

Also in attendance: Laurie Whitten, Town Planner; Andy Hoffman.

Chairman Moffett called the meeting to order at 6:00 p.m. in the Town Hall Meeting Room, 11 Rye Street, Broad Brook, CT.

II. APPROVAL OF MINUTES:

MOTION: To APPROVE the Minutes of October 29, 2013 as presented.

Nilsson moved/Rumore seconded/

VOTE: **In Favor:** **Kapelner/Moffett/Nilsson/Rumore**
 Opposed: **No one**
 Abstained: **Richards**

III. PUBLIC PARTICIPATION:

No one requested to speak.

IV. GENERAL DISCUSSION:

- **Business Assistance Forum: (BAF)/Meet & Greet – 1/30/2014:**

Town Planner Whitten noted the Business Assistance Forum (BAF) for 2014 is tentatively scheduled for Thursday, January 30th. Staff is already calling representatives from various businesses to invite them to attend or offer vendor

services. Town Planner Whitten recalled that last year the EDC had funded a flyer which was an insert in the Reminder. She questioned the effectiveness of the flyer vs. its cost.

MOTION: To ALLOCATE UP TO \$2,000 to fund the 2014 BAF and its associated Meet and Greet.

Richards moved/Nilsson seconded/VOTE: Unanimous

Discussion followed regarding the proposed venue for this year; the Commission decided on Merlot on the Water in support of the Broad Brook business district. Commissioner Rumore volunteered to meet with staff from Merlot to discuss particulars of the event.

LET THE RECORD SHOW Commissioner Kapelner arrived at 6:25 p.m.

The Commission reviewed the 2013 event; the following changes were proposed:

- BAF - 5:00 p.m. to 6:00 p.m.
 - Meet and Greet – 6:00 p.m. to 7:00 p.m.
 - Consider an e-mail blast through the Chamber of Commerce to replace the Reminder flyer
- **CERC (Connecticut Economic Resource Center, Inc.) Listings:**
- Town Planner Whitten noted she has been asked to add properties located on Plantation Road to the CERC listing.
- **Plan of Conservation and Development (POCD):**

Town Planner Whitten summarized discussion held at the previous Meeting, noting many of the recommendations made by Commissioner Richards were reviewed and supported. Highlights of the discussion included:

- Eliminated creation of a DVD as it was felt new media platforms are available.
- Eliminated investigation of the Kogut property for public facilities/schools as an EDC initiative. The Commissioners felt that goal was not within the jurisdiction/purview of the EDC specifically. Town Planner Whitten noted development of the Kogut property is listed as a major strategy/goal of the current POCD as a separate topic; she anticipates it will continue in that presentation in the 2014/2015 revision.
- Investigate development of an informational only Facebook page, or a separate Town Website page for the POCD.
- Move forward with development of the Village District regulations and specifications.
- Continue to monitor development of the Route 140 Business Corridor.

Town Planner Whitten noted she continues to hold POCD forums involving various Commissions to review the status of the current goals. She hoped the EDC would be involved in many of the discussions; she noted the Planning and Zoning Commission (PZC) proposes to discuss the progress of POCD work as a workshop at the second Tuesday bi-monthly meeting. Town Planner Whitten reported she had initially sent a memo to all boards and commissions requesting their involvement by scheduling public meetings. As response to the memo has been lackluster she plans to follow up with personal calls to specific chairman.

- **Economic Development Issues:**

- 1) **Development of Facebook page:**

Commissioner Rumore questioned if there was a budget for development and maintenance of a Facebook page? Discussion followed regarding the scope of the Commission page. Town Planner Whitten noted the Planning Department lacks sufficient staff to respond to questions from the public in a timely manner; she cautioned offering a page for which the department will not be able to provide the immediate response Facebook users would expect.

MOTION: **To ask the Board of Selectmen if this is a good opportunity to set up a Facebook page for the Economic Development Commissioner.**

Moffett moved/no one seconded the motion

Discussion followed regarding the content of the page; would it be informational only? Should promotion of the EDC be part of a larger, town-wide forum or offered/promoted separately? Commissioner Kapelner questioned the need to review this issue with the Board of Selectmen. It was noted other Commissions – American Heritage River and the Skateboard Park – have Facebook pages.

Chairman Moffett suggested Commissioner Rumore submit a RFP (request for proposal) for review by the Board at the December Meeting.

- 2) **Temporary Business Signs:**

Town Planner Whitten noted the PZC approved extension of the Temporary Sign Regulations through 12/31/2014 with no revisions.

- 3) **Business Development:**

- Development of the Dollar General Store continues; opening date not known.

- Grand Opening of Walmart was extremely successful; business has been brisk. Other local businesses and restaurants are experiencing increased business from the Walmart shoppers. Discussion followed regarding increased interest in adjacent properties.
 - The Charter Revision Commission has been formed and has begun to meet.
- 4) Town Planner Whitten advised the Commission MetroHartford Alliance and CERC is holding a 3-hour workshop/training session regarding the fundamentals of municipal economic development. The workshop is being held on Monday, December 9th at Scout Hall. All Commissioners are encouraged to attend.
- 5) Continued discussion of various promotional opportunities to advertise East Windsor as a desirable business location
- 6) **December Agenda Items:**
- a) Discussion of creating an “Action Plan” for meeting with local businesses.
 - b) Submission of RFP by Commissioner Rumore for development of EDC Facebook page.

V. ADJOURNMENT:

MOTION: To ADJOURN this Meeting at 7:42 p.m.

Kapelner moved/Nilsson seconded/VOTE: In Favor: Unanimous

Respectfully submitted,

Peg Hoffman, Substitute Recording Secretary