

**Town of East Windsor
Economic Development Commission**

11 Rye Street, P.O. Box 389

Broad Brook, CT 06016

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

***Regular Meeting Minutes
Monday, May 19, 2014***

I. ESTABLISHMENT OF QUORUM

Members Present: Eric Moffett, Josh Kapelner, Jim Richards and
Andy Hoffman

Chairman Eric Moffett called the meeting to order at 6:00 p.m. at the East Windsor Town Hall meeting room, 11 Rye Street, Broad Brook, CT.

II. PUBLIC PARTICIPATION:

There was no public participation

III. APPROVAL OF MINUTES:

The following correction was noted: Pg. 1, under Establishment of Quorum, it should read: "Vice Chairman Josh Kapelner called the meeting to order...."

MOTION: To approve the minutes of April 21, 2014 as corrected.

Motion by: Hoffman; Seconded by Richards

In Favor: Hoffman; Kapelner

Abstain: Moffett & Richards

IV. GENERAL DISCUSSION:

Plan of Conservation and Development (POCD)

It was noted that there will be a POCD Housing workshop on June 24, 2014. Mr. Kapelner noted that in the previous meeting's minutes it

stated that “we need to find a way to attract people with a higher median income.” He said in South Windsor the average house is going for about \$244,000 and in East Windsor the average house is about \$162,000. He said we need to promote larger houses. It is very important that we make it known that we have to not just look at affordable housing. Mr. Moffett questioned how we would attract higher median income people. Mr. Richards noted the taxes are low and this is still a small town. He said the school system comes into play for bringing in the workforce, not a lot for the high end. Mr. Hoffman brought up the fact that high end restaurants in town such as Pasco’s and LaNotte are losing business and they believe that our town has lost high end jobs in the industrial park and that the character of the industrial park and the businesses around it has changed significantly.

The EDC members talked about how to promote the town. Mr. Kapelner said there is low density, a low crime rate. It is convenient to the highway, between Hartford and Springfield. It is close to the airport. It has rural charm. Mr. Richards noted that he is the Board of Selectmen liaison to the Board Education and the statistics for the school system have gone up. Mr. Hoffman said if we are improving as a school system we should get the word out especially if there is data to show it.

Mr. Moffett said we need to come up with a mission statement or a business plan. Mr. Hoffman said in his discussions with local businesses he is asking one additional question: would you be willing to pay a surcharge to help East Windsor bring in additional business. Everyone has said yes. Mr. Richards suggested that instead of the EDC coordinator we need to come up with our idea of what our campaign should be. He suggested interviewing some advertising firms. This was discussed further by the EDC members.

Mr. Moffett said that he would get the school statistics. He said we will continue to take the information from Mr. Hoffman’s business visits. He felt when Mr. Hoffman puts together his findings, they would start hearing some common themes. They will try to come up with the right business plan.

Walkable Community Workshop

Reference was made to an email from Laurie Whitten requesting that the EDC make a motion to support this project and spend up to \$200 from their budget to cover one-half of the hotel for the speaker and some refreshments for the meeting. The EDC members discussed whether they want to support this. Mr. Kapelner said this is the first that he is hearing about this.

MOTION: To not support the Walkable Communities program.
Richards / Hoffman

Discussion and Vote:

Mr. Richards said he didn't want to move forward on something that they weren't informed of.

In favor: Richards; Hoffman; Moffett

Abstain: Kapelner

Economic Development Issues

Mr. Hoffman passed out copies of his May 2014 Status Report – Business identification Project. He noted that he visited Aqua Pools. He said they are very supportive of the town. They support hiring a professional economic development director and are willing to support that with money. He contacted the Comfort Inn and Revay's but they were unavailable at the time. He said Revay's will be available to talk to in June. For businesses to visit in the future, Mr. Moffett suggested going to some retailers such as Lomacs, Harken's Market and Baggott Farms. He also suggested going to some of the smaller restaurants. Other suggestions given were Joe's Fine Wines & Spirits, Golden Gavel Auction and Fast Eddies.

V. ADJOURNMENT:

MOTION: To adjourn the meeting.
Richards / Kapelner / Unanimous

The meeting was adjourned at 7:30 p.m.

Respectfully submitted,

Marlene Bauer
Recording Secretary