

**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, July 21, 2014***

I. ESTABLISHMENT OF QUORUM

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

Also in Attendance: Laurie Whitten, town Planner

Chairman Eric Moffett called the meeting to order at 6:05 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 corrections were noted: Pg. 2, second paragraph, last sentence should read: He's against East Windsor spending money on a program that should be funded by some other entity. Page 2, last paragraph, first sentence, change first word to: Ms. Whitten....

MOTION: To approve the minutes of June 16, 2014 as corrected.
Richards / Hoffman

In Favor: Richards; Hoffman; Kapelner; Moffett

Abstain: Rumore

IV. GENERAL DISCUSSION:

Mr. Hoffman distributed copies of his July 2014 Status Report. He said he visited Infoshred and the Broad Brook Brewery. He noted that both businesses love East Windsor and like what the Town has done for them. The Broad Brook Brewery is doing very well. They have a long-term plan to build a 40,000 sq. ft. building on Route 5.

Discussion on Criteria for Economic Development Consultant

Mr. Moffett said this meeting should be to talk about a plan to get an economic development director. Mr. Hoffman felt that the first thing they should do as a commission is to write down a mission statement. He said we should get businesses involved. Many of them have said they would be willing to help pay for an economic development director. Mr. Richards said he would hesitate to get businesses involved. He said what if the business climate changes and they no longer have the money to assist us. He said he spoke with Denise Menard and she agreed. She felt that there could be conflicts of interest. It was suggested that maybe the Chamber could get involved.

Mr. Moffett said they have \$10,000 in the budget. Let's start there. He said he liked the term representative rather than consultant since this person would be a representative of the town. The commission members discussed what they want the economic representative to focus on. After making a list of several suggestions, the EDC members narrowed it down to their top 5 preferences: 1) Attend CERC, MetroHartford Alliance, DECD meetings to represent the Town. It was felt that "face time" was important; 2) Market the Town; 3) Assist with EDC's strategic planning; 4) See measured results; and 5) Attend EDC meetings and give a report.

MOTION: That we take this information and create a Request for Proposal (RPF). Richards / Hoffman / Unanimous

Ms. Whitten said she will do a draft and have Mr. Hoffman look it over. She said she would have this before the next meeting.

Meet & Greet / BAF

Ms. Whitten noted that at their March 17, 2014 meeting, the EDC members voted to change the date for the annual Meet & Greet to September 25, 2014. Mr. Richards suggested calling it a welcome to new businesses rather than a meet and greet. Ms. Whitten pointed out that the last time they had that type of event was in 2010. After some discussion it was decided to have the event at Merlot on the Water on September 25th from 5:30 to 7:30 p.m. with awards given out at 6:15. They will be honoring new and expanded businesses since 2010 until now with a cutoff date of September 1, 2014. Ms. Rumore said she would contact Merlot on the Water to make arrangements.

V. ADJOURNMENT:

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

The meeting was adjourned at 8:05 p.m.

Respectfully submitted,

Marlene Bauer
Recording Secretary