

**Town of East Windsor
Economic Development Commission**

11 Rye Street, P.O. Box 389

Broad Brook, CT 06016

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

***Special Meeting Minutes
Monday, August 18, 2014***

I. ESTABLISHMENT OF QUORUM

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

Also in Attendance: Laurie Whitten, Town Planner
Denise Menard, First Selectman (arrived at
approx. 6:30 p.m.)

Acting Chairman Josh Kapelner 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 corrections were noted: Pg. 2, second paragraph, second line should read: "...economic development **representative**". Pg. 2, second paragraph, 8th line, should read: "Ms. Whitten said she spoke with...."

MOTION: To approve the minutes of July 21, 2014 as corrected.
Richards / Rumore / Unanimous

IV. GENERAL DISCUSSION:

New/Expanded Business Meet & Greet – September 25, 2014

Ms. Whitten explained that Maria Rumore got the contract for Merlot on the Water. The price will be \$788 which includes assorted appetizers for up to 50 people. It is essentially the same as last time. Ms. Whitten said if you go through our list of potential businesses, there will be about 60 plus or minus. Mr. Richards asked what the price would be for more than 50 people. Ms. Whitten indicated that it would be an additional \$10 per person. Mr. Richards suggested that they authorize up to \$900 (or \$1,000) in case they get more people. This was discussed by the EDC members.

MOTION: That we stay with the price that Maria Rumore worked out so it says that we are going to spend \$788 and nothing greater than that.

Motion by: Andy Hoffman. There was no second.

Further discussion took place.

MOTION: To authorize up to \$1,000 to pay Merlot on the Water for the Meet & Greet event Richards / Rumore

Discussion and Vote:

Mr. Richards said this is the biggest event that the Town has ever done. He said the key is to make sure there is enough money. We are going to be giving a head count ahead of time. If the count goes way above 50 the staff can hand them a check for the difference.

In Favor: Richards; Rumore; Kapelner

Opposed: Hoffman

The EDC members discussed the Certificates of Appreciation that will be handed out at the Meet & Greet event for new and expanded business. Ms. Whitten showed the EDC members a sample of the certificates that were given out in 2010. Mr. Kapelner felt that they should change them a little bit this year. Ms. Whitten pointed out that we have less than a month to get them done and the list isn't finalized yet. We already have them formatted and it would be difficult to

change them. This was discussed further by the members. Ms. Menard suggested having the same certificates for new businesses and change them for the expanded businesses. It was suggested that they change the color on the certificates from yellow to green for expended businesses and keep the same certificates for new businesses.

MOTION: To keep the certificates similar to the previous ones accept with changes as noted in discussion.

Richards / Rumore / Unanimous

Discussion -Criteria/RFP for Economic Development Consultant

Mr. Whitten handed out copies of a proposed RFP. She explained that she took one of our RFP's that were used for planning consultants and changed it a little bit. She said Mr. Hoffman reviewed it and elaborated on it.

Ms. Menard noted that they told the taxpayers that it will be a consultant. She said that Mr. Hoffman spoke to her and said that she should come to the next EDC meeting to discuss this and she relayed that to the Board of Selectmen. She said there was a little bit of back and forth and some of the Board of Selectmen members were surprised about the EDC being in the process of doing an RFP. She said it is in the Town budget, not the EDC budget. The consultant would be reporting to the First Selectman. She said the appropriate place would be to come to the Board of Selectmen meeting. We need to have everyone on the same page. We need to be a cohesive group. Ms. Menard noted that \$10,000 is not a lot of money. She said there was talk about additional funding from businesses. She didn't know where the Board of Selectmen stands on that. This position and the amount was voted on by the Board of Selectmen and the Board of Finance. She said that going forward she would expect that they will be asking for additional money next near.

Mr. Richards said this discussion is not complete. He said they were not ready to discuss it as a group. Mr. Menard felt that it would be valuable to have everyone discussing it at the same time. Ms. Whitten suggested that at the next EDC meeting on September 15th we can finalize what we think this should be and propose it to the Board of

Selectmen. Ms. Menard suggested that the EDC members come to the Board of Selectmen meeting on September 16th to discuss this.

MOTION: To table discussion on the economic development consultant until our next meeting, September 15, 2014,
Richards / Kapelner / Unanimous

Ms. Menard thanked the EDC members for their hard work. She said she felt that they are making progress.

Economic Development Issues:

Ms. Whitten distributed copies of a brochure for a North Central Connecticut Chamber of Commerce Breakfast Seminar on September 9th at 7:30 a.m. Mr. Richards said he would probably be attending. Mr. Hoffman indicated that he would be willing to attend meetings and report back to the EDC if others are not able to attend. Mr. Richards noted that the grand opening events would be good for EDC members to go to. He said these events are posted on his e-blast. Ms. Whitten noted that there will be a Tobacco Valley Chamber event at the Trolley Museum on September 17th. Mr. Kapelner said everyone should try to make an effort to attend.

Mr. Hoffman said that he met with the EDC Director in Windsor and he also met with Revay's Gardens. He noted that at the last meeting he and Mr. Richards disagreed about going to the private sector to help finance an EDC professional. Mr. Hoffman indicated that he met with Denise Menard to discuss the funding of that professional and distributed copies of a letter that he sent to Ms. Menard that gave an accounting of their meeting. Mr. Richards expressed concern that Mr. Hoffman signed the letter as an EDC member and felt that he shouldn't have sent the letter. He said after his meeting he should have come back to discuss it with the other EDC members. Mr. Hoffman said Eric Moffett gave him permission to meet with Ms. Menard and the letter confirms what they discussed. Mr. Richards said he is giving opinions that are not necessarily that of the entire EDC.

V. ADJOURNMENT:

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

The meeting was adjourned at 7:24 p.m.

Respectfully submitted,

Marlene Bauer
Recording Secretary