

East Hampton Economic Development Commission
Tuesday, February 21, 2012
Town Hall Meeting Room

Minutes

Call to order

The Regular Meeting of the East Hampton Economic Development Commission was called to order by Chairman Richard Leone at 6:33 p.m. Members present were: Chairman Richard Leone, Mimi Perrotti, Jamie Bell, Todd Schragar, Jon March (6:40 p.m.) and Jack Solomon (7:15 p.m.). Absent member was Cindy Rooth who was ill.

Also present were James Carey, Administrator of Planning, Zoning & Building, recording secretary Lisa Seymour and three (3) members of the public.

Approval of the minutes

A motion was made by Todd Schragar, seconded by Jamie Bell, to approve the minutes of the January 17, 2012, regular meeting as written. All members present in favor. So voted; 4-0. (Jon March and Jack Solomon had not arrived yet).

Announcements

None at this time.

Town Manager Liaison-Planning, Zoning and Building Administrator

It was the consensus of the Commission to change this agenda item to "Report of Planning, Zoning and Building Administrator" for future agenda's. The Town Manager has assigned the Administrator of that department to staff EDC.

James Carey reported that the official application package for the Edgewood Hills master plan on Route 66 (Motto property) was received today. It is a very comprehensive application. A public hearing will be held in April on this application. It includes Phase 1, consisting of 5 buildings, which will accommodate rental apartments (40 in total) and a daycare center. Mr. Carey will make the application available for any member to review.

Mr. Carey also explained that the project on 13 Summit Street (Mill Building) will be presented to WPCA; specifically regarding the sewer and water use. A report from that meeting will be presented to the Town Council regarding how much water from the Village Center System will be required. It appears to be in excess of 90% of the safe reserve of that system which is well within the ability of the system; however, it could affect future hookups. Mr. Carey is optimistic that the Council will give it strong consideration. This project consists of restaurants and retail stores. He added that the activity in his department appears to be picking up considerably. There is a lot of construction, a lot of questions and a retail application on West High Street.

Public Comments

Sue Puzzo, owner of Especially for You, a local business in Town, spoke to the Commission asking for assistance in implementing a town-wide philosophical support approach to local businesses for goods and

services. She asked that it start with the Town Council and trickle down to businesses, non-profit organizations and to the community. To look internally first allowing local businesses the opportunity to provide services before going out of town and assistance promoting business to business support. It has been extremely difficult for her. Ms. Puzzo explained that after being in business for 10 years, she had to downsize by 50% due to lack of sales. Being a local business owner she has flexibility and is able to react and make financial concessions that larger out-of-town businesses cannot. She can save someone time, as well as gasoline. Ms. Puzzo also commented on the fact that that the latest online "Visitor's Guide", which lists businesses in Town, is dated 2007. Many businesses no longer exist and many newer ones are not listed. She suggested that it be updated annually and moved to the "home" page. Networking recommendations discussed were participation in "Friends of the Village Center", attending the quarterly small business breakfast seminars sponsored by EDC, as well as participation in Chamber of Commerce. There was some discussion on utilizing public community boards to promote local businesses and incentives for shopping locally. EDC will do their part in updating their website, look into additional events that would bring businesses together and if all goes well with the business breakfasts, expand on those. Ms. Puzzo will conduct research on how other towns promote local businesses and bring it back to this Commission.

Presentations:

None at this meeting.

EDC Liaison Reports

Mimi Perrotti stated that she spoke with Councilman George Pffafenbach who reported that he has been appointed to look at the blight ordinance and would like to set up an appointment with Chairman Leone.

Old Business

- a. *Town Directory Sign-Corner of Route 66 & Main Street:* With absent member Cindy Rooth researching the sign issue, no update was available at this time. However, after a short discussion, a motion was made by Mimi Perrotti, which was seconded by Jamie Bell, to recommend that Cindy Rooth look into using the Century 21 board for a temporary solution for local advertising. One motto discussed was "Less Miles More Smiles; Buy Local". All members present in favor. So voted; 5-0. (Mr. Solomon had not arrived yet).
- b. *Fiscal 2012 EDC Budget & Narrative:* Chairman Leone distributed a copy of the proposed budget and narrative that was submitted. He reported that he worked with the Finance Director on the requests and will present the proposed budget to the Town Council on Tuesday, 2/28/2012. A consultant is included in the budget request.
- c. *EDC Business Breakfast:* Tentative Date 3/15/2012: Chairman Leone distributed a draft press release that he prepared regarding the Business Breakfast. He will submit the press release to the Rivereast News. Discussion ensued on where to purchase the breakfast foods. A motion was made by Jon March, seconded by Jamie Bell, to approve an expenditure, of up to \$200.00, for a continental breakfast, purchased locally, for the Business Breakfast sponsored by the East Hampton Economic Development Commission on 3/15/2012. All members present in favor. So voted; 6-0. Discussion followed. The consensus of the Commission is to provide name badges, a sign-in sheet, feedback forms and the Commission will need business cards. Jon March will get a business listing from the Assessor's Office and personally contact all business owners inviting them to this Business Breakfast, as well as to obtain email addresses if possible, for an email blast.
- d. *EDC Corner Concept:* Chairman Leone and Mimi Perrotti will be working on the ¼ page EDC ad that will be in the Rivereast Newspaper. The Commission discussed updating their webpage. The

consensus was that due to budget constraints, the Commission will work with their current webpage and possibly link additional pages, instead of purchasing other software. The current page will be reviewed, current business listings will be updated and all outdated information will be removed.

New Business

Todd Schragger reported that he met with Candice Bevin regarding the possibility of setting up a museum or a souvenir shop in the Village Center. He will keep the Commission apprised on the status.

Public Comments

None at this time.

Mimi Perrotti acknowledged the "Roberts Rules" books that have been provided to all members.

Adjournment

There being no further business to discuss, a motion was made by Jamie Bell, seconded by Todd Schragger, to adjourn at 8:32 p.m. All members present in favor. So voted; 6-0.

Respectfully submitted,



Lisa Seymour
Recording Secretary (pro-tem)