

Newtown Municipal Center
3 Primrose Street
Newtown, CT
www.newtown.org



MINUTES

Newtown Economic Development Commission held at regular meeting on May 17, 2016 in Meeting Room 3 at 7:30pm at the Newtown Municipal Center, 3 Primrose St, Newtown, CT 06470

These minutes are subject to the approval of the Economic Development Commission at the next meeting, June 21, 2016.

Members Present: Bob Rau, Wes Thompson, Al Roznicki, Mike Boyle, Matt Mihalcik, Amy Dent, Bill May, Dana Trado

Members Absent: Paul Fadus

Others Present: Betsy Paynter, Economic Development Coordinator

The meeting was called to order at 7:30pm. Mr. Rau asked for approval of the minutes from the April 19, 2016 EDC meeting. Bill May motioned to approve minutes, Amy Dent second, all in favor.

Reports:

Bob Rau discussed a webinar being offered by CEDAS titled "Marketing Your Community". He suggested the commission watch it as the EDC is considering a marketing and branding effort.

Wes Thompson provided information on the success of the Farmer's Market with the Planning & Zoning commission. Wes worked closely with Shortts Farm and other members of the market to gain approval to add prepared foods and food truck vendors to their 2016 season.

Bob Rau discussed the Tractor Supply Inland Wetland meeting; the public hearing is still open. The EDC supports the development.

There was discussion about business seminars for the fall. Marketing seminars seem to be the highest attendance. Business owners are always looking for new ways to reach their customers and promote their business through targeted marketing. The EDC will put together a series of marketing seminars for small business owners this fall.

Matt Boyle provided a recap of the successful concert in Sandy Hook Village hosted by SHOP. It was well attended even with the rain. The decision to have one concert in the evening this year was a good move. The EDC supports SHOP and their efforts within the village.

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Betsy Paynter reviewed the exit signage at exit 10 & 11. Sandy Hook Village, The Borough of Newtown and Fairfield Hill have layouts for approval. She is confirming funding and hopes to have the signs installed this spring/summer. DOT has approved the locations. Betsy also discussed the concept of a business incubator, shared work space, innovation space for entrepreneurs. The EDC worked with Sacred Heart University a few years ago to determine the feasibility of a business incubator in Newtown. With so many at home businesses, shared office space is a popular solution. A subcommittee will meet with CTNext, a funding source of grants for innovation to support entrepreneurs and set up visits to a few incubators to learn more.

The commission decided that the EDC will move their meeting back to 7pm start time, beginning with the June 2016 meeting.

Adjournment: With no additional business, Bill May made a motion to adjourn at 9:16pm, Amy Dent seconded.

Respectfully Submitted,
Betsy Paynter, Clerk