



THESE MINUTES ARE SUBJECT TO APPROVAL BY THE ECONOMIC DEVELOPMENT COMMISSION

### MINUTES

The Newtown Development Commission held at regular meeting on September 20, 2016 in Meeting Room 3 at 7:00pm at the Newtown Municipal Center, 3 Primrose Street, Newtown, CT 06470

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

Members Absent: Amy Dent, Al Roznicki

Staff: Betsy Paynter, Economic Development Coordinator

Others Present: one member of the press.

Mr. Rau called the meeting to order at 7:09pm. There was no public participation.

Mr. May moved to accept the minutes as presented for the August 16, 2016 regular meeting. Mr. Boyle seconded. The motion to accept the minutes unanimously passed.

#### Reports:

Ms. Paynter discussed the EDC's draft 5 year strategic plan. The group is considering a market assessment of the Newtown business district and possible branding efforts. Mr. Mihalcik will finalize the draft for the EDC. Ms. Paynter has been working to obtain estimates for a Market Assessment for consideration in next year's EDC budget.

Bob Rau discussed how the EDC should create a targeted outreach strategy to business sectors. A market assessment would determine the type of businesses to attract and the gaps that exist. Bill May asked if there are examples of surrounding towns utilizing a market assessment and their success from leveraging a plan. Wes Thompson made a motion for the EDC to release a RFP to obtain estimates for a market assessment and plan, Bill May second. All in were in favor.

Wes Thompson discussed the farmer's market and some work he's been doing to help Shortt's Farm. He also has been working with the Edmond Town Hall on their business plan as a SCORE representative. Matt discussed the work he and Amy dent have been doing about Marketing Newtown and the need for direction and funding.

Ms. Paynter discussed the Tax Incentives presentation she, Wes Thompson and Bob Rau made to the Legislative Council last month.

Mr. Boyle reported the removal of 7 Glen Road is on schedule. He will contact Public Works in hopes that the blighted building will be removed in time for Sandy Hook's Passport event.

Reports:

Ms. Paynter discussed the Newtown/Sandy Hook Restaurant Week. She's been working with Cultural Arts to secure musical acts in front of various restaurants on the weekend of the event, 9/30 & 10/1. The website is being updated daily with restaurant menus, [www.newtownsandyhookeats.com](http://www.newtownsandyhookeats.com). The goal is to inform residents and surrounding communities of the great restaurant and deli offerings Newtown and Sandy Hook have to offer as dining destinations. The EDC and Chamber are partnering with the Maplewood Medical Campus on Mt. Pleasant Road for an open house on September 29th, reaching out to the surrounding medical community.

Adjournment: With no additional business, Matt Mihalcik made a motion to adjourn at 8:30pm, Bill May seconded. All were in favor.

Respectfully submitted: *Betsy Paynter, clerk*