

**Economic Development Commission Meeting Minutes  
June 16, 2011 7:00pm, Stonington Human Services Building**

**Attendees:** Chair Blunt White, Paul Burgess, Amy Arruda, Wendy Bury, Ed Hart and Robynne Madison

**Appointment of Secretary for EDC:** Robynne Madison

**Call to Order:** 7:06pm

**Approval of Prior Minutes:** May 19, 2011, Motion by Chair White, seconded by Paul Burgess

**Old Business:**

**EDC website -** Website can now be found on Face Book. First Selectman Haberek has been posting to the page through his own page for the Town establishing the link between the two and making it site visible to his followers.

Discussion took place around the administration of the page. Wendy Bury indicated that Selectman Haberek was the administrator at the moment but anyone on the EDC wishing to be one as well would just need to contact Ed and he will set them up with access rights.

Chairman White reported that he requested from Town Finance Director Maryanna Stevens, an individual general ledger account code to track expenditures for the maintenance of the website. At the present time the expenditures are grouped under advertising which is a general use account. The EDC would like to be able to see the cost for the website on its own line item to properly track the spend.

**Signage Regulations** – Blunt spoke with Trisha Cunningham from the Chamber regarding a press release to the Chamber members detailing the outcome of the finalized regulations. The intent is to provide business owners with an executive summary of the regulations rather than leaving them to translate a book of code.

**Business Outreach -** Wendy Bury spoke about the Non-Profit Organization Round Table and requested funds for the coming year to allow for coffee and light fare for their meetings as well as a guest speaker 1 or 2 times per year. The next meeting is of the Executive Directors and Presidents of NP's. Discussion topic is the economic impact study of nonprofits in the area and to lay the foundational plan regarding vendors to conduct a study, data points to gather, and the pursuit of grant funding to subsidize the effort.

The Solutions for Stonington meeting held May 24, 2011 was a reported success. There was an expressed desire from some of the attendees and members of the EDC for a follow up letter or meeting. It was agreed upon by the EDC to send out a joint follow up letter to the participants from both Selectman Haberek and Chairman White. The content of the letter was to first express our thanks for their attendance and to also communicate future initiatives the EDC is looking to pursue for the benefit of our local businesses.

Suggested initiatives were as follows:

1. Entrepreneurship Workshops – starting a business in Stonington - things to know
2. Homepreneurships (clustered home based business hubs)

3. Business Retention through the use of surveys and established business retention programs

**Waste Water Facilities Plan** - in bonding process, no updates

**Regional and local tourism marketing** - no updates

**Planning for 2014 Plan of conservation and Development -**

Much of the discussion was around ensuring that the EDC had a voice regarding the content changes put forth by the Town into the 2014 POCD. EDC feels strongly that the needs of our local businesses must be adequately represented in the POCD. Funds are available to encumber for the Fiscal Year ending June 30<sup>th</sup> which could be put towards the retention of an outside consultant engaged to look at our area businesses and assess the economic factors impacting their sustainability vs. those impacting other areas. The outcome would be a set of agreed upon objectives the EDC could work to develop as part of the POCD.

The motion was made and agreed to by all members of the EDC to table the vote to encumber the funds until the next meeting at which time a decision can be further vetted in terms of this being the right thing to do or if the funds should be rolled into the greater, collective pool of funds set aside for the collective POCD update.

**New Business**

**Review response from Planimetrics to assist EDC with planning for 2014 POCD** - A review was performed by the members of the EDC. It was determined that while the proposal was thorough the scope was much too large for the budget funds available. The proposal was however beneficial for allowing the EDC to further their discussions around determining what outcomes would provide the biggest economic benefit.

**Adjournment:** 9:12 pm by Chairman White and Wendy Bury

Approved 6/29/2011  
Blair White  
Chairman