



## MINUTES

August 27, 2014

City Hall Auditorium – 10 a.m.

Present: William Haygood, Kim Fazzino, Jessica Hodorski, Mayor Elinor Carbone, Ed Cannata, Erin Wilson, Jacque Williams, Dan Beaudry, Darcy Anderson-Abbott, and Sharon Waagner. Also Judy McElhone, Barrie Soucie and reporters.

The meeting was called to order at 10:01 a.m. on a motion by Jess Hodorski, seconded by Jacque Williams. On a motion by Williams, seconded by Bill Haygood, the meeting was open to the public. Minutes of the previous meeting had been read and were approved on a motion by Kim Fazzino, seconded by Jacque Williams.

Williams reported on the status of the Fall Music Festival, tentatively scheduled for September 20 from 10 to 7 p.m. He is in the process of raising funds. If he is unable to do so in time for the 20<sup>th</sup>, the event will be postponed until a later date. In addition to music at Coe Memorial Park, plans include food and other activities.

Ed Cannata reported on progress for the 2014 Christmas ornament from Cat's Meow. This year's ornaments will celebrate the 50<sup>th</sup> anniversary of UConn Torrington and the 45<sup>th</sup> anniversary of Nutmeg Conservatory of the Arts. Pending final arrangements with both entities, the ornaments will be ordered and be available for purchase at various locations before the Christmas holidays.

Jess Hodorski reported that plans for the Performer Expo approved at the July meeting are well underway. Torrington Library and UConn Torrington will host the event at the campus on Friday, April 24. This performer showcase will feature a number of performers from music to historic figures and more. Area schools, libraries, nursing homes, and others who schedule events will be invited. Plans include performance spots and tables with promotional materials from participating performers. Jess will be working with UConn to complete final details and arrange to notify the intended audience as well as the network of performers.

Sharon Waagner reported that plans were still underway for the Downtown Fall Festival scheduled for September 27. The date was chosen since there is a regional Yarn Crawl which includes In Sheep's Clothing on Water Street. Visitors will be coming to her shop and Torrington from September 26 through 28. Sidewalk sales and musicians on the street are being planned.

Open discussion involving all present followed with special consideration given to brainstorming ideas for future agendas under Arts Culture Torrington. The mayor suggested we follow up by inviting Evan Dobos to our next meeting to learn more about the Its Happening Here website as it is becoming a valued asset for providing news of events in Torrington. She said also that Light Up Main will take place as in the past on the Friday following Thanksgiving. Sharon Waagner reported that there is also a special focus nationally on Shop Local and Small Business Saturday during that weekend. Many businesses participated last year and will be doing so again. Williams suggested that ACT become more

of a resource for the community and art-related initiatives. Jess asked ACT to consider creating a simple website that would link to Its Happening Here and would also be linked from the City of Torrington page.

The conversation included consideration of ways that we can promote Torrington, especially after we achieved 6<sup>th</sup> place in the CT Travel & Tourism Department's Fan Favorite town in CT vote that took place in June and July of this year. Jess Hodorski suggested we consider capitalizing on the annual CT Open House Day and having it a Torrington Open House Day with lots of promotional activities. Ed Cannata reported that he had been looking into the possibility of developing a birdseye map of the city. There is a company who produces the maps and they also solicit businesses for ads which pays for the production of it.

Mayor Carbone suggested we initiate a meeting with chairpersons of commissions and related organizations to brainstorm and share ideas on how to create a Torrington ID as well as to discuss how to promote our many assets as a part of economic development

Ed Cannata announced that the Torrington Historical Society was planning for a historic home tour in 2015 which could tie in with Open House Day if that date were chosen by THS.

Jacque Williams suggested we work to reach out to all neighborhoods as we go forward.

Erin Wilson, Economic Development Director for Torrington, announced that there will be a special Brownfields presentation on Tuesday evening, September 9, in City Hall Auditorium.

On a motion by Kim Fazzino, seconded by Jacque Williams, Jess Hodorski will work with City Hall to set up a meeting for commission chairs as well as other interested parties, hopefully in September.

The meeting was adjourned on a motion by Hodorski, seconded by Fazzino.

Respectfully submitted,

Sharon Waagner, Secretary