

ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING

JANUARY 8, 2024

Present: Chairman Brian Watson, Polly Pobuda, Shelley Lloyd, Anita Barden. Evelyn Bushey

Absent: Jack Casey, Bill Baxter, Sabrina Stout, John Burdick

Members of the Public: None

1. **Call to Order 7:00 p.m.**
 - a. Seating of Alternates- None
2. **Public Comment on Agenda Item- N/A**
3. **Approval of Minutes-** Anita made a motion to approve the December minutes. Seconded by Polly. Shelley noted a correction. The new facebook page should read Discover New Hartford CT. Unanimous acceptance with correction noted.
4. **Election of Officers-** Shelley nominated Brian as Chairperson. Seconded by Anita. Unanimous vote to accept. Members suggested we have an assistant chair. Polly nominated Shelley, seconded by Anita. Unanimously passed.
5. **Tourism Website-** Brian updated the commission on the upcoming launch of the tourism website. This should be launched very soon. Greg and his wife continue to reach out to businesses who have not supplied content. A list will be given to the commission for assistance if needed. At this time, there is sufficient content to launch the site.
6. **Photo Contest-**Wording for the photo contest publicity was discussed. The following was proposed: "The New Hartford Economic Development Commission is doing a four seasons photo contest. Please share outdoor photos of New Hartford, best resolution possible, depicting our Town for All Seasons. Each person submitting can submit up to ten photos. Winners will be chosen for each season and will win a \$125 gift card to Michaels Arts and Crafts. Please email submissions to Info@DiscoverNewHartfordCT.com by February 29. Submissions may be used on our new tourism website DiscoverNewHartfordCT.com." Motion to accept by Polly. Seconded by Evelyn. Unanimously passed.
7. **Other Business to Come Before the Commission-** Anita mentioned that businesses are working on a business event for each season. Brian shared that some towns do provide incentives to attract new businesses, and encourage development. Discussion took place on researching what other towns similar to ours are able to do to help grow businesses and residents.
8. **Meeting was adjourned at 7:39.** Motion to adjourn made by Shelley and seconded by Anita. Unanimously approved.

Shelley Lloyd, Interim Secretary, Economic Development Commission

