

**ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING MINUTES - DRAFT  
MONDAY, NOVEMBER 9, 2015 – 7:00PM  
NEW HARTFORD TOWN HALL**

**PRESENT:** Chairman David Childs, Jim Brett, Cindy Donaldson, Donna LaPlante, Shelley Lloyd, Mark Russo (7:02), Dan Jerram (7:13).

**ABSENT:** Bill Baxter, David Krimmel, Bob Switzgale, Alternate John Burdick.

**MEMBERS OF THE PUBLIC:** Bud Butler, Laura Garay, Joe Toro, Kathryn Boughton.

**1. CALL TO ORDER AND SEATING OF ALTERNATES.**

Chairman David Childs called the meeting to order at 7:00 PM. No alternates were present to be seated.

**2. APPROVAL OF MINUTES:  
September 14, 2015 regular meeting.**

**MOTION** Ms. Lloyd, second Ms. Donaldson, to approve the minutes of the September 14, 2015 regular meeting; unanimously approved. Mr. Russo arrived immediately afterward.

**3. DISCUSSION AND IMPLEMENTATION PLAN FOR QUESTIONNAIRE PROPOSED BY DENTON BUTLER**

Chairman Childs shared the sample questionnaire that he circulated at New Hartford Day and the issues that he had with juggling the papers on a clipboard. He would prefer to set up with a table and chair outside of Marandino's.

Ms. Lloyd indicated that she would like to see events included in the purpose section so we can see who is coming to town for events. She further suggested that the questionnaire could be set up online through the town website and published through social media.

Mr. Butler stated that the original intent of his suggestion was to have conversations with people, not have them fill out a form or complete the forms online. He also indicated that he doesn't believe we need to give \$2. Ms. Donaldson suggested coupons for local businesses instead. Ms. Lloyd suggested a bowl of candy.

Mr. Russo stated he does not see a downside to making the questionnaire available online. Mr. Toro commented that some may feel more comfortable answering online. Mr. Russo asked that age ranges be added to the online form.

Ms. Donaldson inquired as to how this project would move forward. The questions will be finalized and the website form will be developed to go live and be publicized via social media, e-subscriber updates and school newsletters.

#### **4. DOWNTOWN CENTER COMMITTEE NOMINATIONS – EDC/CMSC PRESERVATION OF PLACE GRANT FUTURE PLANNING**

Chairman Childs shared that Mr. Burdick had sent an email to the Commission Clerk listing the individuals identified for the Downtown Initiative Group. The list includes 10 people which Mr. Childs feels is too large a group.

Ms. Lloyd read the list of individuals who had been suggested for the Committee. A discussion ensued as to how many members are needed. It was suggested that the initial group could recruit additional members for subcommittees as needed.

Mr. Jerram commented that once the list is identified a defined set of goals brings clarity. He believes that we should be focusing on Grand List growth on the commercial corridors.

#### **5. BUDGET BALANCE – SET BUDGET FOR 2015-2016 FY**

Ms. Lloyd commented that the budget items that will need to be paid this year should be identified. She specified that the clerk fees should be a line item – remaining fees \$600. Additionally, the support fees for the website should be a line item - \$1,995.00. CT Main Street dues should be \$500.00. Farmington Valley Visitors Assoc. \$1,000 for inclusion in the Visitor's Guide. Mr. Brett suggested a printing costs and expenses line item at \$1,000. Mr. Childs indicated that he would like to do more Paint the Pavement projects. Ms. Lloyd indicated that the committee would like to do the project again in 2 years. Ms. Donaldson suggested that each year the Commission allocate funds and select a betterment/beautification project.

Mr. Russo commented that he would like to see some funds used toward publicizing the fishing derby. A conversation ensued regarding funds that have previously been allocated for the fishing derby. Mr. Russo would like to see a postcard sent to UpCountry's mailing list and possibly send individuals to Cabella's and Bass Pro Shops to hand out postcards. Mr. Jerram commented that no one has won the big prize and in order to generate interest someone has to win. Mr. Russo suggested getting away from the tagged fish and instead have a weigh in at UpCountry. Mr. Brett suggested having a big weigh-in ceremony downtown with accompanying entertainment and food/drink. Chairman Childs mentioned that the Fishing derby is not until May, so there is time to finalize additional details. Mr. Brett proposed that we allocate \$1,500 or \$2,000 for the fishing derby. Mr. Jerram suggested recruiting downtown businesses to offer discounts with the registration fee.

#### **6. SET 2016 MEETING SCHEDULE**

Chairman Childs inquired if there was any desire to adjust the meeting schedule. Ms. Donaldson commented that Mondays aren't the best day for her. Chairman Childs indicated that there are many other Boards and Commissions that meet on Tuesdays, Wednesdays, & Thursdays.

Ms. Lloyd questioned whether the Commission needs to meet each month as some of the other Boards and Commissions do not meet in the summer and/or do not have a December meeting. Mrs. LaPlante indicated that she believes this Commission should have a monthly meeting scheduled with the option to cancel if there is no business to be conducted.

**MOTION** Ms. Donaldson, second Mr. Russo, to adopt the 2016 Meeting Schedule as drafted; unanimously approved.

## **7. FOLLOW-UP ON PENDING ITEMS FROM SEPTEMBER**

Marandino's – The Commission speculated on potential businesses which could go into the space.

Garbage Cans – Mr. Childs will check whether there are any barrels available at Regional Refuse which can be upcycled.

## **8. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION**

Ms. Lloyd mentioned that she is very excited about the new microbrewery opening in the Waring Building.

Mr. Toro mentioned that the businesses that he spoke with while campaigning are looking for the EDC to reach out to them. He suggests a workshop to invite local businesses to attend. Mr. Brett commented that he would like to see the EDC invite a local business to each meeting to introduce themselves.

Ms. Donaldson stated that her consulting business has been maintaining the town social media feeds. It has cost her about \$5,000 to pay her staff to do this. She can finish out the year, but cannot afford to pay those expenses going forward. Mr. Russo inquired as to whether we could pay her the \$5,000 if the 2016-2017 budget were increased.

## **9. ADJOURNMENT:**

**MOTION** Ms. Donaldson, second Ms. Lloyd, to adjourn at 8:00 PM; unanimously approved.

**Respectfully submitted,**

**Debbie Ventre  
Commission Clerk**