

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES - DRAFT
MONDAY, JUNE 13, 2016 – 7:00PM
NEW HARTFORD TOWN HALL**

PRESENT: Robert Boyan, Jim Brett, Jack Casey, Donna LaPlante, Shelley Lloyd, Mark Russo; Alternates Bill Baxter, First Selectman Dan Jerram, Commission Secretary Debbie Ventre.

ABSENT: Cindy Donaldson, David Krimmel, Lori LaMere, Alternate John Burdick

MEMBERS OF THE PUBLIC: Mary Ann Gunning, Bob Moore, Selectman Alesia Kennerson, Kathryn Boughton - Waterbury Republican, Selectman Laura Garay

Chairman Russo called the meeting to order at 7:00 pm.

1. CALL TO ORDER AND SEATING OF ALTERNATES.

Mr. Baxter was seated for David Krimmel.

2. LITCHFIELD HILLS TRIATHALON UPDATE – JULY 17 – Mary Ann Gunning

Chairman Russo recognized Mary Ann Gunning of Chapin Park Bed & Breakfast. She identified some of the individuals who are working with her to prepare for the Triathlon: Patty from Ski Sundown, Karen Leonard from Edward Jones, Kim from Torrington Savings Bank and Christine from the Town. Several of them have approached local businesses to ask if they would like to donate coupons, gift certificates or allow spectators to park at their business to cheer on the participants.

Pizza Petes has offered \$5 off pizza, Gresczyk Farms has offered a discount and she has some gift certificates as prizes for the winners. Additionally she has provided letters to the New Hartford Schools and Regional to be shared with the students. Josh at the Hartford Marathon Group has expressed appreciation for the interest shown by the town. The local fire departments may be involved in feeding the participants. Additionally, they would not like water stations or sprinklers along the bike route due to safety concerns. They will set up water stations along the running route and properties along the running portion may turn on their sprinklers that runners may run through if they choose. He has asked if a local grocer might be interested in donating 300 bananas. Spectators cannot park on Church Street on Sunday due to church services.

MOTION Ms. Lloyd, second Mr. Casey, to allocate up to \$120 to purchase 300 bananas from Marandino's for the Triathlon. *Unanimously approved.*

3. APPROVAL OF MINUTES.

April 11, 2016 regular meeting

MOTION Ms. Lloyd, second Ms. LaPlante, to approve the minutes of the April 11, 2016 special meeting. *Unanimously approved.* Mr. Boyan abstained.

May 9, 2016 regular meeting

MOTION Ms. Lloyd, second Mr. Boyan, to approve the minutes of the April 11, 2016 special meeting. *Unanimously approved.* Mr. Brett and Mr. Casey abstained.

Mr. Baxter made a request to adjust to agenda to present the signage information as he needed to leave by 7:30.

8. SIGNAGE COMMITTEE UPDATE

Mr. Baxter presented the sample signs prepared by Write Way signs. All present agreed that they look very nice. The cost is approximately \$175 each. Creating additional signs with topics of Hiking, Fishing, Skiing, Swimming, Boating, & Tubing were discussed.

MOTION Mr. Brett, second Mr. Casey, to purchase 20 signs at an approximate cost of \$3,000. *Unanimously approved.*

Mr. Baxter noted that in order to proceed with the banner signs, the Town will need to adjust the zoning regulations. Ms. Mulcahy is in the midst of preparing the West Hill language for the regulations. Mr. Baxter and Ms. Lloyd will purchase the initial banners and find a location to hang them without the frames.

Ms. Garay returned to the meeting and advised that the cost of the hardware for the street style signs will be \$50 per sign.

MOTION Ms. Lloyd second Mr. Casey, to allocate an additional \$1,000 for hardware for the signs. *Unanimously approved.*

Someone noted that the signs will not be placed at the same height as the street signs. Mr. Boyan commented that they should not be placed so low that kids can access them.

Mr. Baxter noted that this Commission could develop proposed signage regulation language and submit to Planning and Zoning for review and approval.

10. UPDATES FROM TASK FORCES

Rails to Trails – Mr. Baxter indicated that an RFP has been issued for a Trail Evaluation from Route 44 to Ramp Road.

Mr. Baxter also noted that the NWHCOG has issued their regional plan document which included Barkhamsted's trail, but ours has not been included. He will contact the NWHCOG, but the Board of Selectmen also need to do so to ensure that our trail is included in their regional plan.

Mr. Brett noted that the next deadline after the feasibility study will be next February so the proposal will need to be prepared by Christmas.

Mr. Baxter commented that he had been advised to include regional planning committee representatives on our town planning committee.

Ms. Lloyd commented that as this is our last meeting of this fiscal year, she wanted to express appreciation to everyone for what has been accomplished this year. She recognized Mr. Baxter for his work on the signage and the Rails to Trails project. Mr. Brett's efforts on the Rails to Trails. Ms. Donaldson for all her work on communications and the Fishing Derby. Mrs. LaPlante for keeping the Commission informed on properties in town. Herself for Paint the Pavement and Mr. Burdick for the Downtown Initiative. She also noted that the late Mr. Childs was the glue that kept this Commission together and recognized Secretary Ventre for her efforts in maintaining the town website and bringing the Commission's vision for the website to fruition.

4. CURRENT BUDGET BALANCE

Chairman Russo noted that after the allocations for signage there is \$1,490 remaining in this year's budget. Mr. Casey commented that he would like to see the package put together for businesses. Chairman Russo indicated that was going to be his suggestion. Mr. Casey expressed his approval to proceed in developing something. Ms. Lloyd noted that the cover of the folder would be generic with images of town areas rather than specific businesses so that it would not change as businesses move. The plan would be that the inserts are printed by us.

MOTION Ms. Lloyd, second Mr. Brett, to allocate \$750 for the media kit. *Unanimously approved.*

Ms. Lloyd noted that additional 06057 bumper stickers could be printed. Mr. Russo stated that they should be modified to include the new town motto. Mr. Brett and Mr. Casey suggested that pens could be printed to be included in the media kit. There was a discussion regarding the cost of magnets versus stickers and the different styles of stickers. The prior ones were intended to be affixed to the outside of a vehicle, but the design could be modified to be attached to the inside of the window.

Mr. Boyan commented that as nice as a magnet would be for the oval, the cost would be too much. If a local business wanted to have them made and sell them we should be willing to share the design.

MOTION Mr. Casey, second Mr. Brett, to allocate \$500 to order the oval zip code stickers in both formats (1) the peel and affix to the inside of a window and (2) the opaque version to apply to the outside. *Unanimously approved.*

5. BY-LAWS / MISSION STATEMENT

Chairman Russo noted that Mr. Krimmel was unable to attend tonight's meeting so this item must be postponed until July.

6. COMMUNICATIONS

Chairman Russo noted that Mr. Krimmel was unable to attend tonight's meeting so this item must be postponed until July.

7. BUSINESS

Chairman Russo noted that Mr. Krimmel was unable to attend tonight's meeting so this item must be postponed until July.

Ms. Lloyd questioned which business could be invited to the July meeting. Members suggested Peter Bakker, Passiflora, Dr. Sally Fitzpatrick, or Pizza Pete. Mr. Russo will check with them.

9. DOWNTOWN INITIATIVE ACTION PLAN

Chairman Russo noted that Mr. Burdick will not be taking the leadership position on this initiative going forward. The action plan needs to be evaluated. Chairman Russo inquired if a member of the Business Council should take the lead and possibly have membership support from the EDC.

It was agreed that there needs to be workshop scheduled with the list of individuals prepared by Mr. Burdick to identify the next steps and see who might take the leadership role. Mr. Casey indicated that he would definitely like to be involved.

Ms. Lloyd inquired about the For Sale sign on the corner and questioned if Dunkin Donuts is still purchasing that property. Mrs. LaPlante indicated that they are and described the plans for the building and the results of their meeting with the Architectural Review Committee.

Chairman Russo noted that nationally Dunkin Donuts has a DD Green initiative and inquired if this new building will follow those guidelines. Mrs. LaPlante stated that had not been discussed, but noted that Mike Misiorski is the new Chair of the Architectural Review Committee. Chairman Russo will send an email to Mr. Misiorski with information about the DD Green initiative and indicating EDC support.

Ms. Lloyd inquired about the status of the pavilion. Selectman Garay stated that there is an RFP open for the design and construction of the pavilion. Secretary Ventre noted that information is available on the RFP as a New item on the home page of the website.

10. UPDATES FROM TASK FORCES

Marketing – No additional updates.

Grand List Development – Chairman Russo indicated that Mr. Butler will present to the EDC either at the July meeting or a special meeting will be scheduled.

11. FISHING DERBY

Chairman Russo indicated that there were not as many participants as expected. The committee will meet again in two weeks to start planning for next year. They may return to the prior longer format instead of compacting all the events into one weekend. Some ideas include a Family Day and more opportunities for different groups to participate.

After discussions with some fishermen who did not participate this year, they are considering adding some catch and release events with special color wristbands where photos could be submitted with the wristband and a length measurement of the fish. Additional thoughts include a parade to celebrate the river and kick off the derby on a different weekend than Memorial Day. Mr. Boyan mentioned a large ice fishing derby that is sponsored by Pepsi.

Mrs. LaPlante commented that the State has Free Fishing days and perhaps the derby could incorporate that to allow more families to participate without requiring the parents to purchase a license.

12. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION

First Selectman Jerram mentioned that Mr. Borghesi has sold the final lot although it has not been recorded as yet. Mr. Borghesi will be presenting plans for the lot closest to Marandino's. The new Mobil station is under construction. Mr. Jerram met with the library and the new Dunkin Donuts owner to discuss and finalize their easement negotiations. Mr. Borghesi is also designing a large building for the Satan's Kingdom property.

Mr. Jerram noted that if some of these projects are finished by October 1 it could have a positive impact on the town tax base. Ms. Lloyd noted that new businesses draw more businesses and she expects that the prior Dunkin Donuts property will not remain vacant for long. Mr. Jerram indicated that New Hartford is probably seeing more economic development than other towns in the Northwest Corner.

Ms. Lloyd inquired if the Chair of the Business Council could be invited to the Commission meeting prior to another business. Chairman Russo will contact Mr. Amenta to inquire if he is available for the July meeting.

Mr. Moore noted that he agrees with Mr. Baxter's comments about the regional plan and getting our trail included in that regional plan.

11. ADJOURNMENT:

MOTION Ms. Lloyd, second Mr. Casey, to adjourn at 8:30 pm; unanimously approved.

Respectfully submitted,

**Debbie Ventre
Commission Secretary**