

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES - DRAFT
MONDAY, OCTOBER 17, 2016 – 7:00PM
NEW HARTFORD TOWN HALL**

PRESENT: Jim Brett, Jack Casey, David Krimmel, Donna LaPlante, Shelley Lloyd; Alternate John Burdick; Commission Secretary Debbie Ventre.

ABSENT: Robert Boyan, Cindy Donaldson, Lori LaMere, Mark Russo; Alternate Bill Baxter

MEMBERS OF THE PUBLIC: Kathryn Boughton (7:05 pm); Selectman Laura Garay (7:13 pm)

Vice-Chairman Krimmel called the meeting to order at 7:00 pm.

1. CALL TO ORDER AND SEATING OF ALTERNATES.

Mr. Burdick was seated for Mark Russo.

2. APPROVAL OF MINUTES.

June 13, 2016 regular meeting

MOTION Mr. Brett, second Ms. Lloyd, to approve the minutes of the June 13, 2016 regular meeting. *Unanimously approved.* Mr. Krimmel and Mr. Burdick abstained.

September 12, 2016 regular meeting

MOTION Mr. Brett, second Mr. Burdick, to defer approval of the minutes of the September 12, 2016 regular meeting due to insufficient members present.. *Unanimously approved.*

3. MEDIA KIT DISCUSSION

Vice Chairman Krimmel suggested that tonight's focus should be to identify what will be included in the media kit. To begin the discussion, he asked members to clarify what they believe to be the purpose of the media kit. Ms. Lloyd stated that as a member of the committee, she understood the media kit to be a marketing tool to provide information to individuals who are interested in learning about the town.

Mr. Krimmel then inquired about the target audience for the media kits. Members responded that the product could be flexible to be tailored to the specific audience, whether that is potential residents or potential businesses. Ms. Lloyd clarified that the samples provided by Ms. Donaldson were intended to give members an idea of the type of information which could be included.

Vice Chairman Krimmel inquired if either of the samples would be appropriate for New Hartford. Mr. Brett indicated that the Asheville sample was the closest. Mr. Casey agreed and listed several items from the Asheville sample that should be included in the New Hartford kit. Mr. Krimmel commented that a 45 page brochure is overwhelming.

Ms. Lloyd commented that she agreed with the comments submitted via email by Ms. Donaldson regarding determining whether the kit could be done in house or put out to bid. Mr. Krimmel noted that before anything could be put out to bid, the contents of the media kit need to be identified. Mr. Casey noted that Ms. Donaldson's outline of what should be included is spot on.

Mr. Krimmel announced that Ms. Donaldson has resigned from the Commission and therefore the communications subcommittee needs a new chair. He would like that committee to develop an outline of what should be included in the kit and come back to the Commission next month for approval. Mrs. LaPlante volunteered to work with Ms. Lloyd.

A discussion continued about the intended audience of the packet with answers ranging from potential residents, potential businesses and consumers who would be visiting town for services. It was noted that some of the information to be included in the packet is currently available on the town website. Mr. Burdick offered to assist with the committee. Mr. Brett noted that he believes the Asheville model has excellent elements but they all tie back to a website which needs to be maintained as well. Ms. Lloyd noted that the elements of the sample packages are similar.

Mr. Krimmel added that he would like to understand why new residents are purchasing property and moving here, why developers are building here.

4. SIGNAGE COMMITTEE UPDATE

Vice Chairman Krimmel asked for an update on the signage committee. Ms. Lloyd clarified that the directional signs have been made and noted that one has already been stolen from East Cotton Hill Road. Ms. Lloyd met with Dan Jerram and they drove around town identifying locations where the signs can be installed immediately. Some of the locations need to piggy-back on existing street signs to avoid requesting permission from the State to place signs on their property.

Ms. Lloyd noted that one "Downtown" sign will be mounted above the Central Avenue sign on 219 pointing toward Chatterly's. The second "Downtown" sign will be mounted on a new pole near Village Hair Care. A winery sign will be placed at the corner of 219 and 202 on the top of the Town Hill Road sign pointing toward downtown.

Ms. Lloyd noted that permission will be requested from Mr. Casey to mount a kayaking sign in front of Main Stream Canoes pointing toward the river where there is a launch. The skiing sign will be on the corner of 219 and 44 mounted above the Reservoir Road sign pointing up Reservoir Rd.

In identifying locations, Ms. Lloyd and Mr. Jerram encountered issues with placing signs due to the direction the arrows were printed. For future signs it would be better to identify locations and customize the design based upon the locations.

Mr. Krimmel noted that the committee has made good progress, but in the future it is important to identify the locations before ordering the signs. Ms. Lloyd will provide an installation update for the next meeting.

5. UPDATE ON COMMERCIAL & RESIDENTIAL DEVELOPMENT

Vice Chairman Krimmel asked how many new houses were built in New Hartford this year. Mrs. LaPlante noted that there are 9 new houses going in. Mr. Casey inquired as to how those 9 houses are derived as a percentage of available lots.

Mr. Krimmel noted that Mr. Borghesi has built the warehouse and the storage facility and may have a client for the remaining lot. The Waring building is filling up. The brewery has opened and there is a gymnastics studio opening as well as the dance studio that opened. The Mobil station has built a new building and a new Dunkin Donuts will be built on the corner. He also noted that the laundromat closure is a significant loss of revenue to the water and sewer system. On the positive side of that closure, Jensen Mechanical is renovating and moving into the laundromat space. Mr. Bahre has a client inquiring about putting a manufacturing facility on the former Satan's Kingdom property. Mr. Casey noted that another new business has moved into where the fruit stand used to be in the former dog kennel that he owns.

6. UPDATES FROM TASK FORCES

Marketing – See media kit discussion above.

Rails to Trails – Mr. Brett noted that Malone/McBroom team has developed an “as-is” topographical analysis of the route. He passed around the study from Satan's Kingdom to Canton which is the most difficult section of our proposed trail. The next step will be a discussion of feasibility and engineering. He noted that the gorge is the most difficult section of the terrain and there will likely be three options of varying costs to identify how to cross the gorge. It was clarified that the intent is to have a paved trail. Ms. Garay commented that one of the big issues is permitting as certain areas may be more difficult to get permits. Some of the original train trestles have been located in the gorge and those could potentially be utilized for a gorge crossing. While it would be ideal to have the trail alongside the river, that may be cost-prohibitive. Mr. Brett noted that the feasibility study is crucial for obtaining funding as those towns who have completed such a study are in a better position when applying for grants than those who have not.

Grand List Development – See development notes above.

7. CURRENT BUDGET BALANCE

The budget summary was passed around and will be discussed next month.

8. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION

Mr. Burdick commented on the website posting of events and expressed appreciation for the Friday events blasts. Ms. Lloyd asked about the special events notification and Secretary Ventre clarified that it is a separate item that one needs to subscribe to. Ms. Lloyd inquired if there could be a promotion of town events in the school Friday Folder. Mr. Burdick suggested that the representative from Farmington Valley Visitors Association should be encouraged to sign up for the events blast.

Vice Chairman Krimmel read Ms. Donaldson's resignation letter to the Commission and noted that Red Barn Consulting will continue to maintain the town social media presence on Facebook, Twitter and Instagram until the end of the year to allow time to train someone from the Commission or the Town to assume those responsibilities. Ms. Lloyd asked Secretary Ventre to request that Ms. Donaldson forward the media kit files to her.

Mr. Burdick mentioned the library Holiday Fair on November 19th 6-9 pm cosponsored by the New Hartford Business Council.

9. ADJOURNMENT:

MOTION Mr. Burdick, second Mr. Brett, to adjourn at 8:14 pm; unanimously approved.

Respectfully submitted,

Debbie Ventre
Commission Secretary