

Town of New Hartford
Economic Development Commission
Regular Meeting
Town Hall, 530 Main Street
Monday, May 13, 2019 7:00pm

PRESENT: MaryAnn Gunning, Polly Pobuda, Donna LaPlante, John Burdick, Shelley Lloyd, Alternate Meg Toro and Laurie Boyan Acting Secretary

ABSENT: Jack Casey, Alternates Bill Baxter and Robin Buzzi

Members of the Public: Dave Rosengren and Glenn Chalder

1. CALL TO ORDER:

Meeting Chair Mary Ann Gunning called the meeting to order at 7:01pm.

Meg Toro was seated for Mr. Casey.

2. ELECTION OF TEMPORARY CHAIR FOR JUNE MEETING:

MOTION Mr. Burdick, second Ms. Lloyd to nominate Polly Pobuda to serve as temporary chair for the June Meeting. *Unanimously approved.*

3. APPROVAL OF MINUTES:

April 8, 2019 Regular Meeting

MOTION Ms. Lloyd, second Ms. LaPlante, to approve the minutes of the April 8, 2019 regular meeting.

4. VACANCIES/RESIGNATION:

It was discussed that the board has 3 vacancies. Discussion ensued regarding the need to get the Board of Selectmen to fill the vacant seats.

5. LITCHFIELD HILLS TRIATHLON

The Triathlon is schedule for Saturday, July 13th. Ms. Gunning is responsible for securing donations from local businesses. Ms. Gunning has requested assistance soliciting donations. She has a list of businesses that donated in years past. Ms. Toro and Ms. Pobuda agreed to assist Ms Gunning with this task. Further discussion ensued regarding signage, email blasts regarding times of events, food trucks, and Business Council support.

6. POCD SUBCOMMITTEE UPDATE

Glenn Chalder was welcomed by Donna LaPlante and Committee. Mr. Chalder presented how to develop a Business Plan. Economic development can be defined as a group, over time, that improves the standard of living in an area. The plan can and should be adjusted yearly. Key steps desired by New Hartford are:

- a. Jobs for residence
- b. Goods & services
- c. Tax base (net tax revenue for community)

The Commission inquired if they should use the 2015 plan or develop a new plan. It was suggested by Mr. Chalder that they created a new plan. He further educated that group on the 4 steps to a Comprehensive Business Plan:

- a. Inventory of where we are at
- b. Assessment (pro's and con's)
- c. Recommendations
- d. Implementation

Mr. Chalder suggested we use a foam board with the above topics as a header and use post-it notes to track what works for New Hartford and what does not. With these practices we will move in the direction of growth.

Residential development, Senior Housing, were the key topics discussed in developing a Comprehensive Business Plan. Discussion ensued on the way to create affordable elderly rental housing. How do they find developers to invest money in our community? The Commission discussed the need to reach out to local developers from neighboring communities to discuss a plan of action. The Commission would act as a facilitator between the town and the developer. We need a developer with ambition and foresight. Many couples are becoming empty nesters and looking to downsize. We offer a scenic location with amenities.

Ms. Lloyd inquired of Mr. Chalder on how to market our community. How do other communities do that? Mr. Chalder suggested reaching out to CERC or NWCOG. That we need to pick and choose what works best for New Hartford.

Mr. Chalder suggested our next step would be to draft an informal Economic Development Strategy to produce results. He suggested we rely on CERC and NWCOG. They would offer no cost assistance for us. He reminded us of the post-it-note system to see what works best for New Hartford.

Mr. Chalder's final advice was the acronym S.W.O.T Strengths, Weaknesses, Opportunities and Threats. He suggested to the Commission to review these regularly. Mr. Chalder further advised the Commission to stay away from a retail plan as those areas are currently struggling.

7. BUSINESS SURVEY

Ms. Toro presented the Business Survey to the Commission. One suggestion was made to change the wording from "over the next 12 months" to "in the future" .

MOTION Ms. LaPlante, second Ms. Pobuda to approve the survey as presented with said corrections. *Unanimously approved.*

Ms. Toro will upload the approved survey to Survey Monkey and present it at the next meeting. The Commission will vote on the uploaded survey prior to sending it out to local businesses.

Discussion ensued on how to obtain email addresses.

8. UPDATE RTT/MUT -

Nothing to report.

9. AGRIBUSINESS FORUM FOLLOW-UP/FARM DAY

Ms. LaPlante presented to the Commission that she currently has 5 farms committed to the Saturday, September 14th Farm Day event:

- a. Lottaroc will present on Garlic
- b. Jerram Winery
- c. Barden Farms
- d. McCarthy
- e. Hayward Apple Orchard - will conduct tours
- f. Lindell Flower Farm - is considering putting together a specialty flower arrangement on the cart

Ms. LaPlante is looking to talk with Christmas tree farms and Gresczyk Farms.

Ms. LaPlante is also looking to work with the Art League to discuss a farm related art show.

Ms. LaPlante reached out to Granby about their Farm Day. Granby offers a passport at the first location visited and as the public visits each farm they receive a stamp on their passport. Once the passport is full it is entered into a drawing of local farm related products/produce.

10. WEBSITE/EMAIL UPDATE

Discussion ensued regarding the Commission's email address. Ms. Ventre will have access to these emails in order to report back to the Commission.

11. UPCOMING COLLABORATIVE FORUMS WE CAN HOST

The Commission will be working with the Business Council to encourage businesses to sign up for the directory on the new town website.

12. DISCUSSION OF EDC GOALS AND OBJECTIVES

Ms. Gunning presented the 5 items the Commission discussed at the last meeting that need to be finalized.

- a. RTT/MUT - ongoing project
- b. Marketing/Branding - discussion ensued regarding the "06057" stickers.

MOTION Mr. Burdick, second Ms. Lloyd for the Commission to order a quantity of 300 white and 300 green "06057" stickers through Peggy Budny. *Ms. Gunning, Mr. Burdick, Ms. Lloyd and Ms. Toro voted in favor. Ms. Pobuda voted against. Motion passes.*

- c. DOWNTOWN/POCD - Downtown/POCD was discussed during Agenda item 6. Please refer to said notes.
- d. PROMOTING BUSINESSES - due to the lateness of hour, discussion moved to the next agenda topic.
- e. FARMER'S MARKET - due to the lateness of hour, discussion moved to the next agenda topic.

13. CURRENT BUDGET/DISCUSSION

Ms. Ventre prepared the current budget for the Commission to review. All expenditures were outlined. A discussion ensued regarding the current inventory to see what else the Commission may need to order and the status of signage.

14. DISCUSSION OF CHAIRMANSHIP

Discussion ensued regarding the three vacancies. That the Commission needs to approach Mr. Jerram to see whom he would like placed on the board.

15. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION

Suggestions for next months guest speaker were to invite a Carrier Developer or Doug Szydlo from Collinsville Antiques.

MOTION Ms. Pobuda, second Mr. Burdick to adjourn at 9:05pm. *Unanimously approved.*

Respectfully submitted,

Laurie Boyan, Acting Commission Secretary