

ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING

March 12, 2024

Present: Chairman Brian Watson, Polly Pobuda, Shelley Lloyd, John Burdick Evelyn Bushey

Absent: Jack Casey, Bill Baxter, Sabrina Stout, Anita Barden

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-** John made a motion to approve the January minutes. Seconded by Elaine. Polly, Shelley, Evelyn Brian voted to accept. John abstained. Motion passed.
4. **Tourism Website-** The tourism website is now live and can be found via a google search. Greg is doing SEO work behind the scenes. A discussion regarding a poster with a QR code for the site took place. Brian will discuss the design and layout of this with Greg. This will be further discussed at a future meeting. An Instagram account will also be developed. Members were asked to share information about the new website and Facebook page with people they know. Discussion also took place regarding maintenance update costs in the future for the tourism website. This will be reviewed at a future date.
5. **Photo Contest-** There have been a few submissions for the photo contest. This will be shared and publicized again this week. It is on the town website, and multiple Facebook pages. John will see if this can be included in Beekley Library news. Brian will pursue getting this in the Friday news that goes home with all school students.
6. **Other Business to Come Before the Commission-**
 1. Shelley requested \$250 to be allocated to support the Litchfield Hills Triathlon. John made a motion and Polly seconded. Unanimously approved.
 2. Discussion about supporting the Shop Hop occurred. If the organizers of the Shop Hop want some financial support, EDC is able to provide some help.
 3. There is renewed interest in the Fishing Derby. Again, EDC will support this event if it happens.
 4. A discussion took place about a possible New Hartford Riverfest near the Hurley Property. This discussion will continue at a future meeting.
7. **Meeting was adjourned at 7:39.** Motion to adjourn made by John and seconded by Polly. Unanimously approved.

Shelley Lloyd, Interim Secretary, Economic Development Commission

