

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
MONDAY, SEPTEMBER 9, 2019 – 7:00PM
NEW HARTFORD TOWN HALL**

PRESENT: John Burdick (7:04), Pat Casey, Mary Ann Gunning, Donna LaPlante, Shelley Lloyd, Polly Pobuda, Meg Toro, Brian Watson; Commission Secretary: Debbie Ventre

ABSENT: Jack Casey, Alternate Bill Baxter;

MEMBERS OF THE PUBLIC:

Chairman Meg Toro called the meeting to order at 7:01 pm.

1. CALL TO ORDER AND SEATING OF ALTERNATES.

No alternates were seated as a quorum was present.

2. APPROVAL OF MINUTES.

August 12, 2019 Regular Meeting

MOTION Ms. Lloyd, second Ms. Pobuda, to approve the minutes of the August 12, 2019 regular meeting as amended.

Ms. Lloyd commented that the minutes needed to be corrected to show that Ms. Gunning purchased 300 bananas for the triathlon. Ms. Gunning also noted that she would hang posters in Torrington.

Unanimously approved as amended.

3. FARM DAY UPDATE/PLANNING

Mrs. LaPlante passed around a colored schedule of who is covering registration at each of the participating farms. She noted that Sally Rosengren will cover Mill Stream Farm from 10 to Noon.

Ms. LaPlante noted that Ms. Lloyd and Mr. Burdick attended the Norfolk Farmer's Market and Henry Gresczyk brought flyers to all the Farmer's Markets he attended this past weekend. Ms. LaPlante noted that the Open Farm signs have been placed around town and the Stop Here signs will be set out on Saturday. The people who will be opening the farms need to pick up the box of materials and balloon at Town Hall. Those who are closing each location need to return the boxes to Town Hall by 4:30 on Saturday. Ms. Gunning questioned the sign-in process and expressed concern about handling a line of visitors.

Ms. LaPlante noted that Ms. Ventre will be a floater based at Town Hall to assist or cover as needed. Ms. Gunning requested that the instructions be sent out ahead of time for review.

Ms. Lloyd commented that she thinks this is a fabulous first effort. When at the Norfolk Farmer's Market, they spoke with Mary Jo about her publicity and she shared the catchy postcard image that they used. Ms. Lloyd noted that she realized cost was a concern this time, but she would like to see a similar style used for Open Farm Day next year.

The Land Trust has asked if they can display their information on New Hartford farms on Open Farm Day. It is expected that they could set up their display in the Senior Center as Town Hall will be open for the Art Show. Ms. LaPlante is awaiting a final commitment from the Land Trust.

Unfortunately, the Farm to Table Dinner has been cancelled. Ms. Lloyd noted that it was a great idea and hopefully they will try again at a later date. Ms. Gunning commented that since she doesn't drink she would have been interested if there had been a lower cost, non-drinking option.

4. BUSINESS PROMOTION EVENT – September 10 – Brewery Legitimus

Ms. Ventre shared that we have about 20 people signed up for the event which begins at 6:30 pm. The New Hartford Business Council is providing pizza and the brewery is offering drink discounts. As she had done for the prior event, Ms. Ventre will be speaking to share information about the business directory on the town website.

5. CURRENT BUDGET / DISCUSSION

Ms. Ventre had emailed an updated budget report reflecting expenses for the current fiscal year and the updated spreadsheet with Open Farm Day expenses. Members discussed the detailed expenses for Open Farm Day and commended Ms. LaPlante for the cost savings achieved in obtaining sponsorships.

6. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION

Mr. Burdick asked who will be speaking at the October meeting. Mr. Lucas, the new Planning & Zoning Officer will be invited.

Lance Perry is on the agenda for the Planning & Zoning Commission Wednesday evening. Members are asked to attend to support him.

7. ADJOURNMENT:

MOTION Mr. Casey, second Mr. Burdick, to adjourn at 7:36 pm; *Unanimously approved.*

Respectfully submitted,

Debbie Ventre, Commission Secretary