



Daniel V. Jerram, First Selectman
Brian Watson, Chairman
Economic Development Commission

March 8, 2021

New Hartford Restaurants

RE: DINE New Hartford Promotion

The New Hartford Economic Development Commission and Board of Selectmen have developed a promotion which we hope will bring attention to our restaurants and help to increase your business and help you remain open until you return to 100% capacity.

For those restaurants who agree to participate, the Town will purchase four \$25 gift certificates from each restaurant. Beginning on Sunday, March 14th there will be a weekly contest at each restaurant. You will be provided with entry forms and a collection container. Anyone who spends \$5 or more as a dine-in or take-out customer is eligible to complete an entry form to be placed in the collection container. At the end of each week, the restaurant will select a winner from the entries received during that week:

<u>Dates</u>	<u>Drawing</u>	<u>Notify Town Hall</u>
March 14 – 20	March 20, 2021	March 22, 2021
March 21 – 27	March 27, 2021	March 29, 2021
March 26 – April 3	April 3, 2021	April 5, 2021
April 4 – 10	April 10, 2021	April 12, 2021

The remaining entries each week should be removed from the collection container and may be used to develop your mailing or email contact list. The winner’s contact information must be sent to EDC@newhartfordct.gov on Monday morning so arrangements may be made to award their gift certificate.

The Town will be publicizing this promotion on the town website and the town Facebook page. Winners will be announced each Monday and we hope to spotlight each restaurant with Facebook posts including specials, photos and #DINENewHartford. Signs and posters have been ordered with the DINE New Hartford logo which will be posted throughout town (as the SHOP New Hartford signs were posted in November).

We are hopeful that this promotion will reward your loyal customers and hopefully bring some new faces to your door.



Town Hall: 530 Main Street, P.O. Box 316; New Hartford, CT 06057 p: 860-379-3389 f: 860-379-0940

www.newhartfordct.gov

edc@newhartfordct.gov

The Town of New Hartford is an Equal Opportunity Provider and Employer



July 10, 2021

Operating Plan in regards to COVID-19 protocols

submitted: January 26, 2021

SIZE OF EVENT:

- As this event takes place outdoors, and appropriate measures are taken in regards to social distancing and mask wearing, there is not at this time a participant number cap. We are currently at 102 participants registered and in 2019 the total number was 143.
- Generally low spectator numbers at these events - will not restrict.
- Signs placed around finish area asking spectators to social distance and wear face masks.

AREAS OF BRODIE PARK TO BE UTILIZED:

- Parking lot.
- Art cabin to set up registration on Friday, July 9. Would use if weather was a problem on race morning for registration. Would make use of both doorways, if permitted, to avoid participants crossing paths with one another.
- Water front.
- Field for transition and finish line.
- Area in front of buildings for registration & post race activities on race day.

REGISTRATION:

- All participants will register online ONLY.
- Waiver will be signed electronically by each individual upon registration

- Athletes will proceed to one designated table to check in and receive race bib.
- All athletes will be provided with a face mask.
- No money will be exchanged, no signatures or ID checks required.
- Individual staff member and volunteers will be wearing a face covering.
- 6ft apart waiting spots will be designated with orange cones.
- Hand sanitizer will be available.

TRANSITION AREA:

- Bike racks will be spread out with 2 bikes to each rack (instead of the 4 it is designed to hold).
- Tables with hand sanitizer will be at all entrances and exits
- No-one other than participants will be allowed into the transition area

RELAY TEAMS

- There will be designated bike racks and there will be no physical touch between team members in transition.

RESTROOM FACILITIES

- Wilson Endurance will contract with local vendor to provide extra restrooms and hand washing station in accordance to total # of participants. Extra hand sanitizer will be available provided by WES at tables throughout the venue.

RUN COURSE

- Run course will be split on either side of roadways; runner will stay on the left side of traffic (facing traffic).
- Aid stations will be self serve with water bottles and sugared gel packets set up for athletes to take with no one-on-one contact. Roaming volunteers to re-stock during event.

BIKE COURSE

- No place for athletes to intersect. Racers are generally spread out along course.

FINISH LINE

- Water bottles will be placed spread apart on a table for each finisher to grab. Bottles will be placed on table from cooler by one individual wearing a face covering.

- Bib #s will NOT be removed from runner after finishing to avoid one-on-one contact with anyone.
- Timing will be done manually so that there is no individual timing chips passed back and forth between staff, participants and volunteers.

AWARDS

- There will be no podium ceremony for overall or age group winners.
- Winners will be announced and stand at their location for round of applause.
- Award certificates will be delivered via email post race. If any prizes provided by local businesses those will be handled by one staff member and placed on table for participant to pick up. No one-on-one contact.

POST RACE FOOD

- Depending on where we are with covid protocols in July, that will determine what, if any, post race food can be offered.
- Beverages from coolers will be placed on tables by one individual wearing a face covering.
- Racers will be instructed to keep 6 ft apart from anyone that is not from the same home.

All of the above guidelines will be sent electronically to each participant prior to the race. Anyone not following the proper protocols or making others uncomfortable with their behavior will be asked to leave the premises immediately.

These guidelines were in place for nine successful events in 2020 with no incidents reported.

Of course we would make adjustments as necessary dependent on CDC and local Health Department guidelines as we get closer to the event date.

Respectfully submitted by,

Mark H. Wilson
Tonia H. Wilson
Owner/Operators, Wilson Endurance Sports, LLC



LITCHFIELD HILLS VOLUNTEER LIST

Saturday, July 10th

Transition ~ Assist with monitoring athletes as they enter and exit transition for bike safety purposes. Give directions to athletes for bike out, bike in and run out areas.

Aid Stations ~ on the run course, a variety of aid stations at certain distances are provided for athletes with water, sport drink, gels, snacks, ice, etc. The job of the Aid Station monitor is to have cups ready as runners come by, instructing them as to what is in each cup (water vs sport drink), pick up trash off the roadside as runners dispose of cups, etc. Monitors should be enthusiastic cheerleaders for the runners.

Kayak Support ~ This is the only task that having to supply something at your station is needed. Come to the beach with kayak and life preserver ready to monitor the start of the event from within the water. This is a very important job as you are providing eyes to assist the lifeguard in watching for struggling swimmers. Lifeguard will assign you to a spot along the course. You will be able to assist swimmers in giving them a place to rest if needed. Swimmers are able to hang on a kayak without being disqualified, however you may NOT propel them forward in any way. You will alert lifeguards to swimmers that are in trouble.

Finish Line ~ As runners come across the finish line you will be there to hand out finisher medals and water bottles and take timing chips off the ankles of athletes.

Contact #'s for Wilson Endurance Sports

Mark Wilson - Race Director - 914-466-9214

Tonia Wilson - Administrator - 716-353-1288

LITCHFIELD HILLS VOLUNTEER LIST

Saturday, July 10th

	NAME	PHONE #	EMERGENCY CONTACT/PHONE	T-SHIRT SIZE
5:30am-7:30am PARKING				
5:30am-7:30am PARKING				
5:30am- 7:30am REGISTRATION				
5:30am- 7:30am REGISTRATION				
5:30am-7:30am BODY MARKING				
5:30am-7:30am BODY MARKING				
5:30am-8:30am TRANSITION				
5:30am-8:30am TRANSITION				
8:30am-11:30am TRANSITION				
8:30am-11:30am TRANSITION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				

LITCHFIELD HILLS VOLUNTEER LIST

Saturday, July 10th

	NAME	PHONE #	EMERGENCY CONTACT/PHONE	T-SHIRT SIZE
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7:00am-10am AID STATION				
7am - 9am KAYAK SUP- PORT				
7am - 9am KAYAK SUP- PORT				
7am - 9am KAYAK SUP- PORT				
7am - 9am KAYAK SUP- PORT				

LITCHFIELD HILLS VOLUNTEER LIST

Saturday, July 10th

	NAME	PHONE #	EMERGENCY CONTACT/PHONE	T-SHIRT SIZE
7am - 9am KAYAK SUP- PORT				
7am - 9am KAYAK SUP- PORT				
8am- 12pm FINISH LINE				
8am-12pm FINISH LINE				
8am-12pm FINISH LINE				
8am-12pm FINISH LINE				
12pm - 2pm Clean Up				
12pm - 2pm Clean Up				
12pm - 2pm Clean Up				
12pm - 2pm Clean Up				

Task descriptions:

Parking ~ Direct participants to the proper location to park. Vests will be provided.

Registration ~ Assist with checking athletes in that are pre-registered. Manually check ID and USAT expiration date and #. Hand out goodie bags and race t-shirts.

Body Marking ~ Once athlete is checked in, write on their arms and legs with a sharpie marker their bib# , distance and age group. This is for identification purposes.



We are excited to announce that the Litchfield Triathlon will be back for 2021. This long time event in your community has hundreds of loyal followers and with missing the event in 2020 due to covid cancellations, they are more excited than ever to be planning to race again this summer. Prepare to see many triathletes back into your community and on the roads this summer as they train on the courses and we race on July 10th!

Covid protocols will be in place to keep you, your community, it's volunteers and residents safe. The owners of this event were able to hold nine successful races in 2020 with these guidelines in place.

Being a business owner is not easy, and every event comes to you asking for something, we know!

This is an opportunity to partner with us to help you place your name in front of a new group of potential customers.

And; we are not just thinking cash out of your pocket here either. We are always in need of food, musical talent, aid station supplies, prizes, goodie bag fillers, and more. We can get your name in front of people, that we can promise!
HOW we do it is up to you.

Please read over the sponsorship levels below, brainstorm with your team and lets continue to grow this fun, community centered event for years to come.

If you would like to know more about the event organizers please visit www.CoachMarkWilson.com. Coach Mark has been in the sport of triathlon for over 25 years; as a participant and a coach he has reached 1000's of athletes with 5000 Facebook followers, Instagram presence and a website that reaches 100's of people every day, all year long. With his wife, Tonia, they created Wilson Endurance Sports in 2017 and now produce 24 events across NY State and 1 here in New Hartford,CT (in a non-covid year). In 2020, when every event was cancelled nationwide, they were still able to hold events that the community and athletes felt safe and comfortable at.

We have the following sponsorship opportunities available in the form of cash or in-kind services/products:

Gold Sponsorship~\$1000.00+

*Your business name and/or logo on every participant t-shirt.

*Your business name and/or logo on all website, internet ads, posters and flyers.

*Monthly social media posts & direct emails to our athlete base of over 4,000.

- *Promotional items with your logo added to our "GoodieBag" for each participant
- *Company banner, that we provide, prominently displayed race day as well as space for vendor booth at race site if so desired.
- *Public recognition announcements.

Silver Sponsorship~\$500.00+

- *Your business name and/or logo on every participant t-shirt.
- *Your business name and/or logo on all website, internet ads, posters and flyers.
- *Social media posts and direct emails.
- *Company banner, that we provide, prominently displayed race day as well as space for vendor booth at race site if so desired.
- *Public recognition announcements.

Bronze Sponsorship~\$250.00+

- *Your business name on every participant shirt.
- *Your business name on all website, internet ads, posters and flyers.
- *Your Company banner (provided by you) displayed race day.
- *Public recognition announcements.

Copper Sponsorship~\$100.00+

- *Your business name on every participant shirt.
- *Your business name on all website, internet ads, posters and flyers.
- *Public recognition announcements.

For questions or to discuss how we can work together in promoting wellness, fun and friendly competition in your community, please reach out to us. Thank you for your time.

Mark H. Wilson
Race Director

Tonia H. Wilson
Race Administrator

Wilson Endurance Sports, LLC
914-466-9214 or 716-353-1288
coachmarkwilson@gmail.com
tonia@coachmarkwilson.com
33 Pettit Place, Cassadaga, NY 14718



Yes! Please count me in as a partner with the Litchfield Hills Triathlon. Put me down as a _____ Sponsor for the upcoming season.

I have enclosed a check in the amount of \$ _____ or I have sent a payment via PayPal to PayPal.me/wilsonendurance

Please contact me or _____ at my company to receive our logo for your promotion needs or to discuss an in-kind donation.

Company Name: _____

Website: _____

My Name: _____

Phone #: _____

Email: _____

New Hartford, CT Business Referral Program

Company	Address	City	State	Zip	Phone	Website	Contact	Services	Discount
Wattbar Industries	45 Carpenter Road	New Hartford	CT	6057	860.372.7471	www.wattbarind.com	Brian Watson	Environmental Services, Regulated Waste Disposal, Remediation, Training, Permit Writing	5%
Portobellos	Rt 44	New Hartford	CT	6057		www....	Name	Catering, business lunches, parties	10%
Shelly's Writing Service		New Hartford	CT	6057		www....	Shelly	Proof reading, creative writing, Resume writing, content creation	10%
Bob's Websites	222 Main Street	New Hartford	CT	6057	555.555.5555	www.bobswebs.com	Bob Smith	Website building, SEO, Google Adwords, WooCommerce	15%
Brian Watson - Realtor		New Hartford	CT	6057	860.484.9620	brianwatson@bhhsre.com	Brian Watson	Residential and Commercial Real Estate, Home Evaluations.	1%

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
MONDAY, FEBRUARY 8, 2021 – 7:00PM
VIRTUAL VIA ZOOM**

PRESENT: John Burdick, Jack Casey (7:09 pm), Shelley Lloyd, Polly Pobuda, Meg Toro, Brian Watson; Alternate Bill Baxter and Commission Secretary Debbie Ventre;

ABSENT: Donna LaPlante

MEMBERS OF THE PUBLIC: First Selectman Dan Jerram, Elaine Murphy, Pam Fitzgerald, Selectman Laura Garay (7:35 pm)

Chairman Meg Toro called the meeting to order at 7:06 pm.

1. CALL TO ORDER AND SEATING OF ALTERNATES.

Mr. Baxter was seated for Mrs. LaPlante.

2. ANNUAL ELECTION OF OFFICERS

Ms. Lloyd commented that she feels that Ms. Toro has done an excellent job and would like to see her continue. Ms. Toro nominated Brian Watson for Chair, Seconded by Shelley Lloyd. Unanimously approved.

Ms. Toro nominated Mr. Burdick as Vice Chair. Mr. Burdick declined. Ms. Toro nominated Ms. Lloyd as Vice Chair, Seconded by Mr. Watson. Unanimously approved.

3. PUBLIC COMMENT ON AGENDA ITEMS

No public present to comment

4. @BRODIEPARK UPCOMING EVENT – NEW HARTFORD RESTAURANT WEEK – Pam Fitzgerald & Elaine Murphy

Ms. Murphy shared information about the Food Crawl that Brodie Park Inc planned a couple years ago. They were intending to do the event again last year, but Covid interfered. The new plans included Six Spoons and Farm River Café.

With the Covid limitations in place this year, they were thinking of doing a Restaurant Week, but have not really gotten much feedback. They would like to consider the event in 2022 and partner with EDC to help promote it.

Mr. Casey commented that he thinks it is very important that we draw attention to our restaurants. Ms. Lloyd suggested that this be revisited in May or June when outdoor dining might allow for more participation. Mr. Burdick commented that it could be linked in to Celebrate New Hartford in the Fall.

Ms. Murphy noted that they were planning for April because they thought people would be looking to get out to do something after the long cold winter. They also organize Race Around the Lake but try not to plan events too close together. She noted that the event was a 3 hour time frame and planned for a Thursday.

Ms. Lloyd suggested that they consider planning for September with the Celebrate New Hartford event when people could be outdoors. She frankly noted that she is not comfortable visiting a restaurant right now even though she has had both vaccine doses. She suspects that restaurants are not responding because they need paying customers right now to keep them afloat.

Mr. Watson suggested planning an event for July with participating restaurants offering choices of price fixed menus for the event. Mr. Casey added that there could be more than one event maybe in July and again in September but perhaps one in April would also be helpful to these small businesses. Mr. Watson noted that from the restaurant's perspective they need to purchase food to have the meals available. If the turnout is greater than expected, they may run out of food. If turnout is less than expected, they may end up wasting money on food.

Ms. Lloyd asked if this is something that Brodie Park Inc is planning to do and just looking for help. Ms. Fitzgerald noted that they haven't received responses from the restaurants. She noted that there are new restaurants in town so there is a larger pool. Ms. Murphy noted that advertising assistance would be key to making the event successful. Restaurant Week would include take out options. Mr. Casey noted that there seems to be more activity of late and he would be willing to help communicate with restaurants. Ms. Lloyd suggested that there be a carryout event in April and a patio event in August. Mr. Casey commented that it should be a personal choice to dine in or carry out in April. Ms. Murphy suggested that the choice be left up to the restaurant. Mr. Watson noted that it can be listed on the menu that the offer is available for take out only, dine in only or both.

Mr. Baxter left the meeting at 7:37 pm.

Ms. Lloyd noted that an item further down the agenda is a similar promotion. Mr. Watson noted that item can be moved up.

6. DINE NEW HARTFORD – GIFT CARD PROMOTION – Dan Jerram

Mr. Jerram shared that the Board of Selectmen had been talking about possible ways to promote our restaurants. He noted that habits have changed and our restaurants don't have the revenue that they had prior to Covid. Alesia had shared a contest that she had heard about where residents submit receipts from local restaurants to be added to a drawing for gift certificates. They have committed \$1,000 from discretionary funds toward this program.

Mr. Casey noted that not everyone will save their receipt and submit it. He feels that both events could be done in tandem. Ms. Lloyd commented that some people might not want to turn in their receipt with credit card info. She suggested that the restaurants have a jar for the entries and do the drawing themselves. They could then contact the coordinator to advise who had won the gift certificate. Once every two weeks, the restaurant could hold a drawing.

Mr. Burdick asked what we need to do to advertise, social media and order DINE New Hartford signs. Mr. Watson asked if we have email addresses for the people who participated in Open Farm Day. Ms. Lloyd commented that some of the restaurants already have their own email lists. Ms. Lloyd suggested that the gift certificates be printed with DINE New Hartford. Ms. Murphy recapped that a week needs to be identified, restaurants who wish to participate and a shorter format menu on their website. Ms. Lloyd asked what had been done to reach out to the restaurants and had only received one response. Ms. Fitzgerald noted that this year the request was sent by email instead of by mail.

MOTION Mr. Burdick, second Ms. Toro, to allocate \$500 toward purchasing gift certificates in addition to the funds allocated by the Board of Selectmen and allocate up to \$375 to order 25 DINE New Hartford signs and 25 posters and cardstock for gift certificates.

Unanimously approved.

5. LITCHFIELD HILLS TRIATHLON – Shelley

Ms. Lloyd noted that they have received tentative approval to hold the triathlon on July 10th. They are looking for sponsorship. She doesn't believe that EDC should be sponsoring a for profit event and should hand it off to the business council. Mr. Burdick commented that he does believe that we should solicit gift certificates as done previously. Ms. Lloyd clarified that this is a different sponsorship than the gift certificates. The letter will be forwarded with the minutes for members to review. Ms. Lloyd believes the gift certificates should be solicited in May.

7. APPROVAL OF MINUTES.

November 9, 2020 Regular Meeting

MOTION Mr. Burdick, second Ms. Toro, to approve the minutes of the November 9, 2020 regular meeting.

Unanimously approved.

8. UPDATE FROM TRAILS COMMITTEE

Mr. Jerram shared that there are plans to try to have a hybrid meeting on Thursday to rekindle the process. It is difficult to review maps at a virtual meeting.

9. BUDGET PLANNING

Mr. Burdick noted that we just spent some funds so there is up to \$875 that will need to be updated. Mr. Burdick questioned the amount of funds spent for Open Farm Day. Ms. Ventre noted that some of the items purchased can be reused. Mr. Burdick questioned triathlon support and Ms. Lloyd noted that bananas are not needed this

year or perhaps something else. Mr. Burdick suggested that the triathlon line be increased to \$200. It was suggested that the lines for decals and flashlights be combined as town promos. Mr. Burdick raised the question about why EDC was charged for the story walk when it was listed as sponsored by Recreation. Ms. Lloyd would like to support the storywalk and would like to see a quarterly event.

MOTION Ms. Lloyd, second Mr. Burdick, to approve the budget as amended.

Unanimously approved.

10. ANY OTHER BUSINESS TO PROPERLY COME BEFORE THE COMMISSION

Mr. Watson questioned whether the letter from Mike of Food Town should be addressed. Ms. Lloyd asked Mr. Jerram to address a prior comment when we did not want to bring in another gas station as competition. Isn't this similar when there is another Dollar General just up the road. He noted that zoning in that area does not prohibit competition. The other Dollar General location is actually 6.5 miles up the road. Ms. Lloyd asked if a special exception is required. Mr. Jerram clarified that there are 3 parts to the approval: Architectural Review, Inland Wetlands and Planning & Zoning. Mr. Burdick commented that there are 2 farm breweries proposed for New Hartford.

11. ADJOURNMENT:

MOTION Mr. Burdick, second Mr. Toro, to adjourn at 8:50 pm;
Unanimously approved.

Respectfully submitted,

Debbie Ventre, Commission Secretary