

**ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
MONDAY, MARCH 15, 2021 – 7:00PM
VIRTUAL VIA ZOOM**

PRESENT: John Burdick, Jack Casey, Shelley Lloyd, Meg Toro, Brian Watson; Alternate and Commission Secretary Debbie Ventre;

ABSENT: Donna LaPlante, Polly Pobuda, Alternate Bill Baxter

MEMBERS OF THE PUBLIC: First Selectman Dan Jerram,

Chairman Brian Watson called the meeting to order at 7:15 pm.

1. CALL TO ORDER AND SEATING OF ALTERNATES.

Ms. Ventre was seated for Ms. Pobuda.

2. PUBLIC COMMENT ON AGENDA ITEMS

No public present to comment

3. DINE NEW HARTFORD – GIFT CARD PROMOTION

Ms. Lloyd shared that the promotion is off to a great start. All 15 businesses approached are participating. She credited Ms. Ventre with ordering the signs & posters and preparing the materials. Ms. Lloyd & Ms. Pobuda distributed the materials and Ms. Lloyd took the pictures for the Facebook posts that Ms. Ventre has scheduled.

Ms. Lloyd inquired if EDC members are eligible to participate. Mr. Casey and Mr. Burdick both noted that since EDC is not conducting the drawings that should not be an issue.

4. NEW HARTFORD BUSINESS COUNCIL INTERN PROGRAM

Mr. Burdick explained how the Business Council President has organized the intern program in the past with a coordinator at Regional. The Business Council would like EDC to help identify businesses who would be interested in having an intern beginning in October. Business would be committing to 1.5 hours per week for a total of 15 hours over a 3 month period. It is not a program where the intern is actually working but rather learning an overview of the business.

Mr. Burdick noted that the business does not need to be a member of the business council and it could even be done remotely with the current zoom culture. WZBG and Grey Area Tavern have already agreed to participate. They are seeking a list of businesses who are willing to have an intern by mid-August and then will match students to openings.

5. LITCHFIELD HILLS TRIATHLON – Shelley

Ms. Lloyd noted that members received the communications from the Triathlon in their packet. She wonders if it is possible for us to send an EDC cover letter and share the cover

letter and sponsor letter with our business list. Secondly, they need employees to work doing set up and watching the site overnight. They will need volunteers for other roles and where can we find a source for those volunteers. Ms. Ventre suggested local scout troops and National Honor Society members could be candidates. Mr. Casey suggested Recreation staff could be asked also.

Regarding food, they are hoping for something grab and go. Mr. Burdick questioned if one or more of our local restaurants could be a source for that. Mr. Burdick suggested that if EDC buys granola bars instead of bananas we should purchase them locally and add a decal indicating it was from New Hartford.

Mr. Casey left the meeting at 7:30 pm.

Discussion continued regarding providing support for the triathlon and how to recruit volunteers. Ms. Lloyd commented that the restaurant brochure as a handout was extremely helpful last time and we should definitely have that available again.

6. RESOURCE GUIDE FOR BUSINESSES

Chairman Watson noted that he had suggested back in November that we develop a list of businesses that can be shared with other businesses showing local services available where they help each other. Mr. Burdick questioned if this is duplicative of what is already on the business directory on the website. He questioned if we should be encouraging people to register their businesses on the town website to accomplish the same thing.

Ms. Toro inquired if he is working from the email list that Donna developed and when Mr. Watson indicated that he was; she offered that he could split the list among membership in order to reach out to the businesses.

7. APPROVAL OF MINUTES.

February 8, 2021 Regular Meeting

Ms. Ventre noted that Ms. Pobuda had notified her that she did not attend the February meeting and that the minutes should be amended to reflect that change.

MOTION Mr. Burdick, second Ms. Lloyd, to approve the minutes of the February 8, 2021 regular meeting as amended.

Unanimously approved.

8. UPDATE FROM TRAILS COMMITTEE

Mr. Baxter was not present to offer an update.

9. BUDGET PLANNING

In reviewing the budget reports it was noted that the design for the DINE New Hartford signs is really well done. Ms. Ventre stated that Peg Budny of Peggy's Personalized Promos deserves the credit for the logo design.

Mr. Burdick commented that there should be a storywalk coming up. Ms. Lloyd noted that EDC had agreed previously to help with the printing costs.

10. ADJOURNMENT:

MOTION Mr. Burdick, second Ms. Toro, to adjourn at 7:53 pm;
Unanimously approved.

Respectfully submitted,

Debbie Ventre, Commission Secretary