1. CALL TO ORDER
Chairman Brian Watson called the meeting to order at 7:00 PM.

2. PUBLIC COMMENT ON AGENDA ITEMS
There was no public comment on any agenda items.

3. APPROVAL OF MINUTES

   MOTION Ms. Lloyd, second Ms. Toro, to approve the June 13 meeting minutes. 
   Unanimously approved.

4. Tourism Website
Mr. Watson shared that he spoke in front of the Board of Selectmen at a recent meeting and they seemed receptive to the idea of a tourism website. He stated that he feels confident that the Board will seriously consider doing the website, but they are still figuring out how funding for it will be provided.

Ms. Pobuda inquired about the possibility of a presentation and/or mock-up website so the EDC and Board of Selectmen could see the specific details and functions of a possible tourism website. Mr. Watson said he would contact Greg Watkins about possibly doing a presentation on the website. Ms. Lloyd also suggested we get someone who can speak about the benefits of the website and how it will foster economic development. Ms. Smith suggested perhaps someone from another town that has experienced the benefits of a tourism website could come to an EDC meeting and speak about the benefits.
5. **New Hartford Business Council - Brian**
Mr. Watson has spoken to the Business Council about collaborating more going forward. Mr. Burdick also mentioned that the Business Council would be interested in sharing a booth with the EDC at the upcoming New Hartford Night, and also collaborating on Small Business Saturday.

6. **Triathlon - Shelley**
Ms. Lloyd was happy to share that the triathlon went well, and had 150 participants. There was great feedback on the triathlon signs. Ms. Lloyd shared that the organizers of the triathlon, Tanya and Mark, are excited to come back next year and suggested doing posters to advertise the triathlon next year. This would allow more people to know about the triathlon sooner so more people would participate.

Ms. Pobuda reminded everyone that there are always volunteers needed for the triathlon, and perhaps members of the Business Council could volunteer next year. She also suggested that next year we start looking for volunteers sooner before the triathlon, perhaps in April.

7. **Taste of New Hartford**
Mr. Watson informed the commission that Jim Parrott, owner of the Parrott Delaney Tavern, wants to host an event called Taste of New Hartford at his restaurant. Participants can buy tickets and buy food at different booths with the tickets. All the restaurants in town are able to participate and have booths at the event if they wish.

Ms. Smith mentioned a concern about health permits for the restaurants. Health permits for restaurants do not follow them if they wish to have a booth and/or mobile type of setup. She suggested an alternative to the booths would be to have all the restaurants run promotional deals for a certain week so customers could get a feel for the ambiance of the restaurant, and the restaurants would not have to worry about the health permits.

8. **Wine Passport**
Ms. Lloyd mentioned a concern about the wine passport. She learned upon a discussion with the owner of Connecticut Valley Winery that when people participate in the wine passport, they do not actually have to come into the winery, they can simply just take a photo of the outside of the winery without even going inside. She believes that this does not help to foster business.
Ms. Smith mentioned that the wineries should speak to the state representatives that run the wine passport program and ask for QR codes to be put in the buildings that participants must scan to get the credit for going to each winery.

The general consensus among the commission seemed to be that it should be up to the individual winery owners to take care of this problem, and should not be something the EDC should focus heavily on.

9. Budget
Mr. Watson had no new budget updates.

10. Any Other Business to Properly Come Before the Commission
Ms. Smith inquired about utilization of the town green. She mentioned having a farmer’s market or something similar in the town green, per the request of a local business owner. Mr. Burdick then informed the commission that since there are a lot of farmer’s markets in the area, such as Collinsville and Torrington, many vendors were getting overwhelmed. Ms. Smith brought up Winsted’s farmer’s market and how it is done only once a month on their town green, and suggested that perhaps New Hartford could do something like that. Ms. Toro brought up that when the farmer’s market was previously held at the town green in New Hartford, there was a safety issue with the parking and people crossing busy Route 44.

Ms. Smith concluded that she would look more into the possibility of bringing back the farmer’s market on the town green and give the commission an update at the next meeting.

MEETING ADJOURNMENT
MOTION Ms. Pobuda, second Ms. Smith to adjourn the meeting at 7:57 PM. Unanimously approved.

Respectfully submitted,

Madeleine Toro
Commission Secretary
Economic Development Commission