TOWN OF NEW HARTFORD
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Monday, June 13 2022
7:00 PM

PRESENT: Chairman Brian Watson, John Burdick, Meg Toro, Polly Pobuda, Deirdre Tindall, Jessica Smith, Shelley Lloyd, Commission Secretary Madeleine Toro
ABSENT: Bill Baxter, Jack Casey
MEMBERS OF THE PUBLIC: Kathryn Boughton, Republic-American Reporter, arrived approximately 7:05 PM.

1. CALL TO ORDER
Chairman Brian Watson called the meeting to order at 6:58 PM.

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

3. APPROVAL OF MINUTES
Ms. Lloyd had a correction to the May 9 meeting minutes. The paragraph on the triathlon should state that the businesses will be promoted to triathlon participants upon registering and there is a PDF that registered participants will get with a list of businesses in the area.

Ms. Pobuda also had a correction to the minutes. The $250 allotted for the triathlon signs should have been $500.

   MOTION Mr. Burdick, second Ms. Toro, to approve the May 9 meeting minutes as amended above. Unanimously approved.

4. Tourism Website - Brian
Mr. Watson will be reaching out to First Selectman Dan Jerram to see if he can ask the Board of Selectmen for funding for the website. The amount of funding needed for the website would be $20,000 in the first year, and about $14,000-$15,000 for each year after.

5. Triathlon - Shelley
Ms. Lloyd informed everyone that she and Ms. Pobuda went to many local businesses to ask for gifts for the triathlon and they have gathered 22-23 gifts or gift cards so far. Ms. Toro has also updated the restaurant brochure and it was sent to the organizers of the triathlon. It has been
posted on the triathlon website with pictures and links to the business websites. Upon arrival to the triathlon, participants will also be given a copy of the brochure. Ms. Lloyd inquired about whether we wanted to hand out the New Hartford flashlights at the triathlon. There are about 200 flashlights left according to Ms. Lloyd.

**MOTION** Ms. Lloyd, second Ms. Pobuda, to buy 500 more flashlights, not to exceed $750. *Unanimously approved.*

Ms. Lloyd also informed everyone that the triathlon signs are ready and her husband is willing to put them out along the route of the triathlon. Most of the food for the event has been bought, and the rest will be bought towards the end of June.

*(Please see list of triathlon sponsors on page 4.)*

**6. Marketing Ideas - Brian**

Ms. Lloyd mentioned a calendar with daily drawings for items that were contributed by people and local businesses. This would be a way to publicize businesses and raise funds. Ms. Toro stated that she believes we should focus more on the website and ways to raise money for that.

**7. Budget - Brian**

Mr. Watson had no new budget updates. The commission then thought of ideas of how to use the remainder of the budget. Ms. Tindall suggested that a good use of the budget surplus is to order more 06057 stickers and/or magnets. This could be handed out at New Hartford Day if the EDC chooses to have a table at the event. Ms. Smith agreed with her and commented that this would be a good way to bring awareness and recognition to the town.

Mr. Watson stated that he believes we shouldn’t spend the surplus on small items such as stickers just because there is extra money, since the budget is funded by New Hartford taxpayers. He believes using the surplus for important things such as the tourism website would be more beneficial to the town and its residents. Mr. Burdick then reminded everyone that historically, budget surpluses are not returned to commissions and boards at the end of the fiscal year, so it could not be applied to the cost of a potential website.

Mr. Watson plans to attend future Business Council meetings and talk about the tourism website, New Hartford Day, and partnering more with the business council going forward.
MOTION Mr. Burdick, second Ms. Lloyd, to spend up to $250 on 06057 stickers with green numbers and a white background. Mr. Watson and Ms. Pobuda opposed, and the rest of the commission approved.

MEETING ADJOURNMENT

MOTION Ms. Pobuda, second Ms. Lloyd, to adjourn the meeting at 7:58 PM. Unanimously approved.

Respectfully submitted,

Madeleine Toro
Commission Secretary
Economic Development Commission
2022 Triathlon Sponsors

Bamboo Asian Restaurant
Barden Farm Market
Better Half Bistro
Brewery Legitimus
Chic Furniture
Connecticut Valley Winery
Foodtown New Hartford
Gresczyk Farms
Jerram Winery
Michel Angelo's
New Hartford Diner
Non-Stop Ballroom
Orchard Hill Bakery
Parrott Delaney Tavern
Petricones Apothecary
Pizza Pete’s
Radwick’s Coffee and Sandwiches
Second Chance Decor
Simply Jam Jalapeño Jam
Six Spoons Chocolatier
Ski Sundown
SmokeKing