

**Town of Seymour
Economic Development Department**

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**Minutes
Tuesday, April 5, 2011 – 7:00 PM
Flaherty Room – Seymour Town Hall**

Members present: Jon Szuch, Marietta Sabetta, Ted Holly, Rosalie Averill
Members absent: Michael Horbal, Joe Cass, Ron Balabon

ITEM #1 Call Meeting to Order:

Meeting called to order at 7:08 p.m. by Chairman Jon Szuch.

ITEM #2 Pledge of Allegiance:

Pledge of Allegiance led by Chairman Jon Szuch.

ITEM #3 First Selectman Comment:

Chairman Szuch stated that the First Selectman was not in attendance at the meeting this evening.

ITEM #4 Public Comment:

Christine "Kriquette" Pelletier, Fawn Hollow Drive, Seymour - was present and stated that she and her husband, who designs websites, looked at the Town of Seymour website www.seymourct.org and had some comments regarding it. She stated that they felt that the town's main website needs to be updated and enhanced. Mrs. Pelletier stated that a lot could be done to the website which would make it clearer and more concise in sending a more positive and better message about the town and its image. She mentioned adding various links and teasers as well as updating the photographs that are there now which are obsolete. Mr. Szuch felt that this is something that she should promote to the Board of Selectmen. The members agreed that it was something that needed to be done and encouraged her to make a presentation at the Board of Selectmen meeting.

ITEM #5 Approval of Prior Meeting Minutes: March 1, 2011 Regular Meeting

A motion to approve the minutes of the March 1, 2011 meeting was made by Marietta Sabetta and seconded by Ted Holly. The motion was carried 3-0-1 with Rosalie Averill abstaining.

ITEM #6 Update TonSha Marketing brochure project & www.seymourEDC.com website – Sharon Grodzicki

Sharon Grodzicki was present and stated that the large 12-page color brochures and 2-pocket folders were done and delivered this evening all 250 count. It was decided that these should be kept at Seymour town hall in either the First Selectman's Office or the office used by Nancy Onofrio the former EDC secretary. Sharon presented a sample of the tri-fold brochure which is a "reader's digest" version of the large brochure. She stated that she had to leave out some information from the large brochure but felt that what is in the tri-fold is important information about business in Seymour. She also spoke about different locations that the tri-folds could be left in addition to Seymour town hall. She stated that the State of Connecticut Tourism and Visitors Bureau will leave the brochures in some of their tourist stops. She also mentioned leaving some with realtors and other businesses in town. Chairman Szuch stated that last month the Commission authorized a purchase order in the amount of \$5,095.00 to TonSha. This was reduced to approximately \$3600-\$3700.00 since it had included the cost of the design work and printing of the tri-fold brochure which had not

been done as of that time. The tri-fold design work has now been fully completed, edited and approved by the EDC and the tri-fold brochure is ready to be printed. Sharon also stated that there is \$150.00 due to TonSha for design work on the 2011 Town EDC DVD Video cover. A motion was made by Rosalie Averill to authorize the payment to TonSha of \$300.00 for design work on the tri-fold brochure; \$1,300.00 for the printing of 250 of the tri-fold brochures and \$150.00 for design work on the DVD, for a total expenditure of \$1,750.00. The motion was seconded by Marietta Sabetta and carried unanimously (4-0). This payment will represent payment in full to TonSha for all work to date.

Sharon stated that she used her own discretion as to what went into the tri-fold and asked the members to look at it and let her know if there were any changes or additions that they would like to see in it. Chairman Szuch stated that he would like to see the Town promote in the brochure package folder additional items on "stackable fact sheets" that would benefit the town such as the land trust, school system and youth sports programs.

Sharon stated that Tony Spinelli, Valley Electronic Sentinel newspaper, is going to be doing a story on the work that the EDC has done with the development of the brochures, DVD and website. Sharon stated that she will write up a copy regarding the project and how it was done. She believes that Mr. Spinelli will also be coming to the May meeting and would like to get comments from Commission members on this matter. Sharon stated that a press release on this project can also be given to other newspapers in the area.

Sharon also spoke about a letter from the EDC Commission to some local Seymour business owners chosen based upon criteria the EDC felt was critical for measuring and assessing contribution to the town. This letter would apprise them about the www.seymouredc.com website and that there is a business directory that they can sign up for on the website itself. She stated that commercial property owners can also list properties that they have for sale or rent. Rosalie Averill asked who was going to send out the letters and also take care of any listings for the website. Chairman Szuch stated that at this point it would be TonSha Marketing until an EDC director is hired. Sharon stated that the list of businesses that was provided by the Seymour Tax Assessor has been checked and verified by EDC Commissioner's Marietta Sabetta and Rosalie Averill as to which businesses should receive the letter.

Marietta Sabetta moved to approve the TonSha marketing request for website maintenance fees on an ongoing basis for a period of time until the Economic Development Director is hired and can take over the project. The motion was seconded by Ted Holly. Rosalie Averill stated that she would like to have TonSha report back to the Commission on a monthly basis as to what they have done. The motion was carried unanimously (4-0).

The Commission discussed the mailing of the letters to the businesses from the Assessor's list. The members agreed that TonSha should prepare the letter informing businesses that the website has been updated and also providing them with information about the availability of the business directory. The letter will also inform them that they can put any news about their business on the website as long as it is clean and pertains to their business operations. They will also be informed that commercial/industrial properties can be listed for sale or lease. Sharon stated that she will draft the letter and forward it to the members for their review and approval.

Rosalie Averill moved to authorize TonSha to draft the letter that will go to approximately 125 Seymour businesses, create a data base, get labels for the letters from the Assessor's list and send the draft to Jon Szuch, Rosalie Averill and Marietta Sabetta for final review and approval. The funds available in purchase services and advertising will be used to cover the cost of this project. The envelopes for the mailing will come from town hall as well as postage from the town hall postage meter. The motion was seconded by Marietta Sabetta and carried unanimously (4-0).

Mr. Szuch asked Sharon to look into literature racks that the Commission can purchase to display the brochures.

ITEM #7 – Update - Continue discussion on EDC to consider making recommendations of changes to Seymour P&Z for updating Town of Seymour Plan of Development:

Rosalie Averill moved to table this item to the next meeting as Commissioner Horbal was not present for this meeting and he is the lead commissioner on this project. The motion was seconded by Ted Holly and carried unanimously (4-0).

8. ED Director, Assistant's and/or EDC Chairman's Report:

Chairman Szuch stated that a great job was done on the updating of the www.seymouredc.com website and the brochures, tri-fold, video package. He also stated that there are some great photographs on the website that were filmed by and donated to the EDC for use by Christine "Kriquette" Pelletier, a professional photographer and videographer. He stated that he would like to consider formally hiring her to take additional professional images of the Town of Seymour showing different scenery and events that occur in town to create a more positive message when selling the town to businesses, retailers, developers and outsiders for a more professional image. These can be added to the EDC, Town and School's websites. Mr. Szuch stated that Christine "Kriquette" Pelletier will be at the May EDC meeting and make a presentation to the full EDC Commission. Rosalie Averill stated that she would like to see how receptive the Board of Selectmen is to her presentation as well.

A motion to adjourn the meeting was made by Ted Holly, seconded by Marietta Sabetta and carried unanimously (4-0).

The meeting was adjourned at 8:53 p.m. by Chairman Jon Szuch.

Respectfully submitted,

Maryanne DeTullio, Recording Secretary