

**Economic Development Commission**  
**Meeting Minutes**  
**April 3, 2014**

Attending: J. Albuquerque (arrived 7:37 p.m.); R. Casner; D. Mathiasen; R. Parady; P. Rubenbauer; G. Rucker; P. Simmons (Economic Development Coordinator), F. Weissbach  
Guests: D. Bergeron; S. Wheeler

Mr. Casner called the meeting to order at 7:02 p.m. He introduced Mr. Bergeron who had submitted an application for EDC's vacant Alternate Commissioner position. Mr. Bergeron provided an overview of his business background noting that he owns several injection molding factories and recently purchased the Grandview Camp Grounds in Moodus which his wife is managing.

**Minutes** – The Commissioners reviewed the minutes from the March 6, 2014 meeting. MR. WEISSBACH MADE A MOTION, SECONDED BY MS. RUBENBAUER, TO APPROVE THE MINUTES AS WRITTEN. UNANIMOUS AYE.

**OLD BUSINESS**

**Status Reports:**

**Economic Development Coordinator** – Mr. Simmons reviewed his April 3, 2014 report, a copy of which is attached to and made part of these minutes. He reviewed several points in his report and noted that he has also been assisting two start-up businesses in Town. Mr. Casner expressed concern about the delay in getting the two Tax Incentive draft agreements from the Town's attorney. In response to a question from Ms. Mathiasen, Mr. Simmons advised that the Town's postings on CERC have been getting regular hits and that at least one more posting can be accommodated.

Ms. Mathiasen stated she would like to draft a communication about the current EDC initiatives and there was a general discussion about drafting an article focused on the businesses that have installed large solar arrays. Once Shagbark's solar construction is underway, this may be a good time to post this type of article.

**First Selectman Update** – Mr. Walter was not in attendance at the meeting. The Commissioners discussed the status of the commercial haulers use of the Transfer Station and Mr. Casner reported that the Town is still waiting to receive a bid from the Essex Transfer Station and, in the meantime, the commercial haulers have not been restricted from using the Town's facility. Ms. Mathiasen inquired about the sub-committee's report and Mr. Casner advised that he will scan his copy and distribute it to the EDC Commissioners. It was requested that EDC discuss a response to the report in the May meeting.

**EDC Chairman Update** – Mr. Casner reported that the Planning & Zoning Commissioners have not yet acted on EDC's proposed revisions to its section of the Plan of Conservation & Development. He further reported that the EDC's budget had been approved by the Board of Finance; however, they will be reducing the Consulting Fees line item from \$20k to \$5k.

Mr. Simmons showed the Commissioners a sample of the "Open For Business" sign, listing several businesses, that the Town will install when the Norwich Road bridge reconstruction work begins. Ms. Mathiasen recommended an email blast be sent to Town businesses reminding them of the upcoming closure of Norwich Road and Mr. Simmons agreed to draft an email and noted that he will also be notifying businesses through additional sources.

**Goodspeed Landing Sub-Committee** – Mr. Casner reported that the sub-committee had met with First Selectman Walter and Mr. Wolter, the Goodspeed's Board President. The Commissioners agreed that the lack of firm plans for Goodspeed's new theatre make it challenging to prioritize EDC's projects. Mr. Weissbach supported EDC taking a proactive position to develop plans for the Village including identifying potential locations for a new Goodspeed theatre. He suggested retaining a landscape architect to evaluate/recommend development plans for the Village. Mr. Casner advised that the Goodspeed Landing sub-committee will take Mr. Weissbach's recommendations under consideration.

**Tourism Sub-Committee** – Ms. Mathiasen advised that she and Mr. Casner had met to discuss tourism. She distributed a Summer/Fall 2014 Planning document she had developed and noted that the Hartford Courant had recently published an article regarding the impact of the State's investments on state-wide tourism. She suggested that East Haddam's efforts tie-in with the State's marketing plans.

**Sewer Extension Feasibility Evaluation Rte. 82/151** – This Agenda item was discussed, and is reported on, under the following Agenda item.

P&Z/EDC Joint Committee – Feasibility Moodus Septic - Mr. Casner reported that the joint committee had met to discuss the wastewater issues in the areas of the 4-corners (Route 82) and Moodus and will continue to meet monthly.

East Haddam Business Association – Ms. Mathiasen reported that the Business Association had launched a newly designed website (ehbact.com) and she encouraged the Commissioners to sign up for the Association’s weekly info. blog. She also provided an update on the May Taste of East Haddam event.

**Other Business**

Directory Signs – Mr. Parady advised that the Town has selected a vendor for its sign work. The Commissioners discussed the new directory sign that will be posted in the Village and agreed that the listed destinations should be prioritized on the new sign. Mr. Parady agreed to mock-up the proposed signs.

**NEW BUSINESS**

Mail Received– Mr. Casner reported that he had received a communication from Shagbark requesting EDC’s support for their request to P&Z to convert a section of their property back from a residential zoning to industrial.

Public Comment/Other/EDC Ordinance Review – Ms. Mathiasen advised that, this season, the Farmers Market will take place on the Ballek Garden Center property. It will continue to be on Wednesdays from 4-7pm.

Mr. Weissbach advised the Commissioners that 32 Main Street has started a weekly promotional event offering ½ lb. burgers from 6-8 p.m. on Saturdays.

In response to a question from Mr. Albuquerque, Ms. Mathiasen confirmed that the vacant EDC spot is for an alternate position.

**MR. WEISSBACH MADE A MOTION, SECONDED BY MR. RUCKER, TO RECOMMEND MR. BERGERON TO THE BOARD OF SELECTMEN AS AN ALTERNATE COMMISSIONER ON THE ECONOMIC DEVELOPMENT COMMISSION. UNANIMOUS AYE.**

There was no public comment at the meeting and no additional topics were discussed. There was no update on the EDC Ordinance Revision at this meeting.

**THERE BEING NO ADDITIONAL BUSINESS TO DISCUSS, MR. WEISSBACH A MOTION, SECONDED BY MR. PARADY TO ADJOURN THE MEETING. UNANIMOUS AYE.**

The regular meeting adjourned at 8:45 p.m.

Respectfully submitted,  
/s/ Sharon R. Wheeler  
Recording Secretary