

East Haddam Village Revitalization Committee
Meeting
Thursday, July 28, 2011
Minutes

DRAFT

Committee Members Present: Bill Gerrish, Melanie Kolek, Michael Gionta, Phil Barlow, Randy Dill and Mary Ellen Klinck (arrived 7:25 p.m.)

Mr. Gerrish called the meeting to order at 7:04 p.m.

Approval of minutes

There were no minutes from the June 23, 2011 meeting because there was no quorum.

Old Business

Mr. Gerrish stated that after discussion with Mr. Walter, the Board of Selectman approved the draft RFQ. Mr. Gerrish then forwarded the same to Mr. O'Dell, Chairman of the EDC, which was similarly approved. The RFQ is being sent to legal counsel for review and consideration. Mr. Walter's office advised that the RFQ may be reviewed by the town attorney by the end of the week.

New Business

Mr. Gerrish provided a draft direct mailing distribution list, compiled from various sources. Mr. Barlow confirmed that the same would be posted in the newspaper. Mr. Gionta recommended that the members each take 1-2 submissions to follow-up on if no response to see why it has not been acted upon. He further recommended casting a "wide net" to push the project forward.

Mr. Gerrish stated that he spoke with Mr. Landino who stated we should advertise the project a few times in the Courant. Urban Land Institute was also recommended for posting for broader exposure. Mr. Gionta stated that a few stages of a hand-addressed brochure mailing and a link on the town website to access/download the project details including the RFQ and renderings would be helpful. A design artist could inexpensively draft the brochure. Mr. Gionta estimated no more than \$1,000.00 for the creation and mailing of post-RFQ brochures to garner further interest.

Mr. Dill made a motion that subject to the EHVRC Chairman securing funding with the First Selectman's office, that the committee send out up to three mailings following notice of and direct distribution of the RFQ. Mrs. Klink seconded. Motion carried.

If color pictures cannot be provided with the mailings, then the website address where the information can be found would be preferred. Mr. Gionta stated that there are mailing lists that can be generated based on mixed use developers for which he will inquire.

There was discussion regarding the dates of the project which was previously estimated. Mr. Barlow stated that two months is too long and recommend a six week turnaround. The RFQ could be ready to proceed by early next week. Mr. Gerrish will provide the legal notice, the list of addresses, and a cover letter which letter he will draft. Mr. Gerrish will also ask Mr. Walter's

office regarding setting up an access on the town's website for prospects to access. Mr. Dill recommended following up with Mr. Walter's office regarding the contents of the mailing. Mr. Gerrish will discuss the cost of the subsequent mailings with Mr. Walter's office. The timeline of distribution and response of at least the post-RFQ mailings will depend on how quickly funding of the mailings can be secured.

Audience of Citizens

None.

General Discussion

None.

The next meeting is scheduled for August 25, 2011, at 7 p.m. Special meeting(s) will be scheduled if needed to "address" any issues that may arise in the interim.

Motion to adjourn made by Ms. Kolek, seconded by Mr. Gionta. Meeting adjourned at 7:45 pm.