

**Economic Development Commission**  
**Regular Meeting Minutes**  
**April 4, 2013**

Attending: D. Mathiasen; E. Odell; R. Parady; P. Rubenbauer; G. Rucker; P. Simmons (Economic Development Coordinator); F. Weissbach  
Absent: J. Albuquerque; R. Casner  
Guests: None

Mr. Odell called the meeting to order at 7:00 p.m.

**Minutes** – The Commissioners reviewed the minutes of the regular meeting of March 14, 2013. MR. WEISSBACH MADE A MOTION, SECONDED BY MS. MATHIASEN TO APPROVE THE MINUTES AS WRITTEN. UNANIMOUS AYE.

Mr. Odell stated that he had been advised that Commission decisions cannot be voted on during Executive Sessions; consequently, the Commissioners' decision to recommend the tax incentive application of 385 Town Street, LLC to the Board of Selectmen should be considered at this meeting.

MR. ODELL MADE A MOTION, SECONDED BY MR. RUCKER, TO AMEND THE AGENDA TO TAKE A VOTE ON THE TAX AND BUSINESS INCENTIVE APPLICATION OF 385 TOWN STREET, LLC., REVIEWED IN EXECUTIVE SESSION DURING THE MARCH 14, 2013 ECONOMIC DEVELOPMENT COMMISSION MEETING. UNANIMOUSLY APPROVED.

MR. ODELL MADE A MOTION, SECONDED BY MS. RUBENBAUER, FOR THE ECONOMIC DEVELOPMENT COMMITTEE TO RECOMMEND THE APPLICATION OF "385 TOWN STREET, LLC" TO THE BOARD OF SELECTMEN FOR CONSIDERATION ACCORDING TO THE PROCESS OUTLINED IN THE TAX AND BUSINESS INCENTIVE PROGRAM ORDINANCE. UNANIMOUSLY APPROVED.

**OLD BUSINESS**

**Status Reports:**

Economic Development Coordinator – Mr. Simmons reviewed several points in his report, a copy of which is attached to and made part of these minutes. Ms. Mathiasen stated that she had been notified that the Planning & Zoning Commission will be considering some new business applications. Mr. Simmons stated he would follow up with Mr. Ventres to find out more about the applications.

First Selectman Update – There was no update on this agenda item.

East Haddam Business Association – Ms. Mathiasen stated that the Business Association had reported good traffic at their Business Expo which generated several new members.

Farmers' Market Sub-Committee – There was no update on this agenda item.

Swing Bridge 100<sup>th</sup> Anniversary Planning Sub-Committee - Ms. Mathiasen reported on the planning for the Swing Bridge 100<sup>th</sup> Anniversary celebration. Ms. Rubenbauer reported that the Goodspeed Station Gift Shop will provide bunting for the bridge and for local businesses at cost. She advised that the bunting for the East Haddam side of the bridge would cost approximately \$60.

MR. WEISSBACH MADE A MOTION, SECONDED BY MR. RUCKER, TO AUTHORIZE THE EXPENDITURE OF \$60.00 FROM THE ECONOMIC DEVELOPMENT COMMISSION'S BUDGET TO PURCHASE BUNTING FOR THE SWING BRIDGE 100<sup>TH</sup> ANNIVERSARY CELEBRATION. UNANIMOUSLY APPROVED.

Ms. Mathiasen requested the Commissioners help as East Haddam Ambassadors the day of the celebration and that the Commissioners reach out to other organizations that they know to recruit additional volunteers. She also noted that the draft EDC Spring Business Letter includes information regarding the Goodspeed Station's offer to provide bunting, at cost, to local businesses as well as a request for businesses to provide coupons that can be given to participants of the antique car show. The letter also suggested that Village businesses provide walk-up water or other convenience food for the event visitors as there would be no fundraising or vendors allowed on Town property during the event. Businesses should notify Ms. Mathiasen of any event tie-ins or other offerings by May 15<sup>th</sup> to be included in the publicity for the event.

## **Other Businesses Updates/New Businesses/Events/Tourism:**

Chowder Cook-Off - Ms. Mathiasen reported that \$3,246.00 had been collected at the Chowder Cook-Off event. After expenses, there was a net profit of \$977.00 to distribute to local charities. The Commissioners discussed the distribution of the profits.

MR. WEISSBACH MADE A MOTION, SECONDED BY MS. RUBENBAUR, TO AWARD THE PROFITS FROM THE 2013 CHOWDER COOK-OFF AS FOLLOWS: ST. STEPHEN'S HARVEST HOUSE - \$200.00; MUSIC ON THE RIVER - \$200.00; RAY OF LIGHT FARM - \$177.00; MOODUS SPORTSMEN'S CLUB - \$100.00; EAST HADDAM FOOD BANK - \$100.00; EAST HADDAM FUEL BANK - \$100.00; SENSATIONS - \$50.00; AND THE EAGLE SCOUT GRANGE/OLD TOWN HALL SIGN PROJECT - \$50.00. UNANIMOUSLY APPROVED.

Humanities Grant promotion – Ms. Mathiasen reported that EDC will have a full-page ad in the program for East Haddam Stage Company's summer performances at Gillette Castle State Park. She stated the ad will encourage people to investigate more of the Town's sites and businesses. She noted that she would like to include a flier outlining the Stage Company's sponsorship program in the proposed EDC Spring Business Letter mailing.

Options for Route 151/82 Directory Sign – Mr. Parady circulated sample colored drawings for the directory sign.

MS. RUBENBAUER MADE A MOTION, SECONDED BY MR. WEISSBACH, TO RECOMMEND THE DIRECTORY SIGNS BE PAINTED DARK GREEN AND GOLD. UNANIMOUSLY APPROVED.

Business Database Update – Mr. Simmons noted that he is addressing the envelopes for his communications by hand. Ms. Mathiasen stated she would forward him a copy of EDC's business listing Access database so that he can electronically generate labels for future mailings. She noted that the database is generally up-to-date regarding the list of businesses and their related mailing addresses; however, it only contains email addresses for approximately 40% of the businesses. Mr. Odell confirmed that he would be updating the email listings.

## **NEW BUSINESS**

EDC Business Letter – Ms. Mathiasen called the Commissioners' attention to a draft of the Spring EDC Business Letter. She reviewed the content of the letter and advised that she feels the mailing should go out the week of April 8<sup>th</sup> due to the time-constraints of some of the information contained in the letter. She stated that she would be unable to coordinate the mailing and Mr. Weissbach volunteered to stuff and mail the envelopes. In response to an inquiry from Ms. Mathiasen, the Commissioners agreed that it would be appropriate to include the East Haddam Stage Company's sponsorship form in with the mailing.

EDC Ordinance – Goals Rewrite Suggestions – There was no update on this agenda item.

Mail Received – Ms. Mathiasen reported that EDC had received information about a Favorite Fan Town Program competition of the State Tourism division and she was unable to head up the publicity to participate in the contest. With the Swing Bridge celebration efforts this year, the Commissioners agreed they did not want to pursue the request.

Public Comment/Other – Ms. Mathiasen confirmed several updates to her distribution list for EDC's Agendas with the Commissioners.

THERE BEING NO ADDITIONAL BUSINESS TO DISCUSS, MS. RUBENBAUER MADE A MOTION, SECONDED BY MR. PARADY TO ADJOURN THE MEETING. THE MOTION PASSED UNANIMOUSLY.

The meeting adjourned at 8:35 p.m.

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