

**Economic Development Commission**  
**Regular Meeting Minutes**  
**June 6, 2013**

Attending: R. Casner D. Mathiasen; E. Odell; R. Parady; P. Rubenbauer; G. Rucker; F. Weissbach; P. Simmons (Economic Development Coordinator)

Absent: J. Albuquerque

Guests: S. Wheeler

Mr. Odell called the meeting to order at 7:01 p.m.

**Minutes** – The Commissioners reviewed the minutes of the regular meeting of May 2, 2013. MS. RUBENBAUER MADE A MOTION, SECONDED BY MS. MATHIASEN TO APPROVE THE MINUTES OF THE MAY 2, 2013 MEETING AS WRITTEN. UNANIMOUS AYE.

**OLD BUSINESS**

**Status Reports:**

Economic Development Coordinator – Mr. Simmons reviewed several points of his June 6, 2013 report, a copy of which is attached to and made part of these minutes.

In response to a question raised by Ms. Mathiasen, Mr. Odell advised that Ms. Ziobron had asked EDC to assist with the approval process for a food trailer on the site of Lakeside Dan's Bait Shop on Moodus Reservoir. Ms. Mathiasen noted that, in the past, the Land Use Administrator has given EDC a "heads-up" on business applications that are on their agenda and she had been concerned that that process may have broken down. Mr. Simmons confirmed that he continues to have a strong relationship with the Land Use Administrator and this particular project has been ongoing since his arrival as Coordinator.

Ms. Mathiasen noted that Mr. Simmons is supporting numerous grant projects, in addition to his other EDC Coordinator responsibilities, and asked about his work schedule. Mr. Simmons confirmed that he is currently working more hours than his agreement with the Town stipulates.

In response to a question raised by Mr. Casner, Mr. Simmons stated that the first application to Tax Incentive program went well but noted that the process could use a few tweaks. He agreed to solicit feedback from the applicant and provide a list of suggested revisions.

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

East Haddam Business Association – Ms. Mathiasen reported that she assisted the Business Association in writing a press release for the carnival they will hold during the Swingbridge Anniversary celebration. She advised that the yearly membership fee is due and recommended EDC become a member. She agreed to continue to work as the liaison.

MS. RUBENBAUER MADE A MOTION, SECONDED BY MR. WEISSBACH, TO APPROVE AN EXPENDITURE OF \$50.00 FOR THE EAST HADDAM ECONOMIC DEVELOPMENT COMMISSION TO JOIN THE EAST HADDAM BUSINESS ASSOCIATION AS A MEMBER. UNANIMOUS AYE.

Farmers' Market Sub-Committee – Mr. Odell stated that he has been acting as the liaison to Mr. Savitsky for the Farmers' Market. He noted that there are more vendors this season and that improvements to the traffic flow have been made. Ms. Mathiasen reported that she wrote a press release for the opening of the Farmers' Market. She reviewed the goals of the charge for the Farmers' Market Committee and encouraged the members of EDC to consider participating on the Committee.

Swing Bridge 100<sup>th</sup> Anniversary Planning Sub-Committee - Ms. Mathiasen reviewed the plans for the Swing Bridge 100<sup>th</sup> Anniversary celebration and reiterated that volunteers will be needed for the day of the event. She reported that there had been a good response from East Haddam businesses to requests for coupons for the car show participants and for sponsors of the Goodspeed Family Lawn Party. She reviewed EDC expenditures and requested input on how to distribute the 50 remaining souvenir booklets EDC has purchased. In response to a question raised by Ms. Mathiasen, Mr. Casner advised that the two large trash cans are stored in the Town garage could be used for the event.

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

Tourism Brochure - Ms. Mathiasen reported that the updated Tourism Brochures will be available by July 4<sup>th</sup>.

Humanities Grant promotion – Ms. Mathiasen reviewed several of the requirements of the Humanities Grant. She circulated a copy of the ad EDC will place in the East Haddam Stage Company’s program and reviewed text in the script of their summer show that acknowledges EDC’s support. Ms. Mathiasen suggested EDC designate its quarterly free business ad in the Events Magazine to promoting the Stage Company’s performances at Gillette Castle State Park in the magazine. She recommended placing the ad in the Chester edition because the East Haddam edition would be published too late to promote the performances.

MOTION MADE BY MS. RUBENBAUER, SECONDED BY MR. RUCKER, TO ALLOCATE ITS SPONSORED AD SPACE IN THE EVENTS MAGAZINE FOR AN AD IN THE CHESTER EDITION FOR THE EAST HADDAM STATE COMPANY PERFORMANCES AT GILLETTE’S CASTLE STATE PARK. UNANIMOUS AYE.

Options for Route 151/82 Directory Sign – Mr. Parady reported that the sign colors will be green and gold but that a location for the sign has not yet been determined.

**NEW BUSINESS**

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

Mail Received – Mr. Simmons advised that EDC had received thank you notes from the Recreation Commission and the Food Bank for the donation they received from the proceeds of the Chowder Festival. He also provided Ms. Mathiasen with several returned envelopes from the recent business letter mailing. Ms. Mathiasen stated she would update the information for those businesses on the mailing list.

Public Comment/Other – Mr. Casner advised that he, Mr. Parady, Mr. Rucker and Mr. Simmons have formed a sub-committee to review proposals for business development at the intersection of Routes 151 and 182.

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

The meeting adjourned at 7:48 p.m.

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