

**Economic Development Commission
Meeting Minutes
June 3, 2010**

Attending: J. Albuquerque; R. Casner; D. Mathiasen; R. Scherrer; P. Stricker; M. Ziobron (EDC Coordinator)

Absent: E. Sabetta, M. Gionta

Guests: M. Walter; S. Wheeler;

Mr. Scherrer called the meeting to order at 7:06 p.m.

MS. MATHIASEN MADE A MOTION, SECONDED BY MS. STRICKER TO ADD "CORRESPONDENCE" TO THE AGENDA, FOLLOWING THE APPROVAL OF THE MINUTES. UNANIMOUS AYE.

MINUTES

The minutes from the May 6th meeting were reviewed. MS. STRICKER MADE A MOTION, SECONDED BY MS. MATHIASEN, TO APPROVE THE MAY 6, 2010 MEETING MINUTES AS WRITTEN. UNANIMOUS AYE.

Ms. Mathiasen noted that Mr. Scherrer is stepping down as Chairman of the EDC and resigning from the Commission and that this would be his last meeting. On behalf of the Commissioners, she presented him with an engraved gavel and a thank-you letter. Mr. Scherrer thanked the Commissioners for their well-wishes and all their support over the years he had been Chairman.

CORRESPONDENCE

Ms. Mathiasen reviewed the EDC's April 22nd and May 13th letters to Senator Daily and noted that there has been no further communication from the Senator.

OLD BUSINESS

Status Reports:

Goodspeed Properties – Ms. Mathiasen advised that Mr. McMahon and Ms. Kittner were not able to attend the meeting but that Mr. McMahon has sent an e-mail providing an update on the Actors' Housing project. She advised that Mr. McMahon had stated that the contract for site work is being finalized and that prep work should begin within a few weeks. He had also stated that they will begin drilling test wells for the geothermal system on June 14th and that a meeting with the neighbors is scheduled for 7:00 p.m. on June 10th at the Goodspeed Library.

Economic Development Coordinator – Ms. Ziobron reported on the following projects:

- She had assisted Farm Fresh Express in establishing their internet service.
- The owner of the Weeds building is opening a new business in the building and she had helped her get a temporary business permit. She noted the new business is a shop called "Curds & Whey".
- She had facilitated getting building permits for the owner of the Industrial Park and that the project is moving forward.
- She has assisted the owner of the Corner Restaurant in rescuing a stray cat that had been trapped near the dumpster. She noted that the East Haddam Vet had treated the cat at a reduced rate and it has been adopted by one of the restaurant's employees.
- She advised that the old drycleaners building at the intersection of Routes 149 and 151 is still in probate.
- The East Haddam Brewery plans have been pushed back a year to allow the owner to secure additional financing. In the meantime, he is working with Mr. Ventres on water issues.
- The Kito building in Moodus is up for sale.

Ms. Ziobron stated she would like the minutes to reflect the quick proactive action Ms. Zemienieski took in getting notification out to her so she could inform the Town's businesses regarding the closing of Route 9's Exit 7 and the access road off the exit to Route 82. Ms. Mathiasen added that Ms. Zemienieski had the DOT information about the closing posted on the News & Public Notices section of the new municipal website within an hour of the Town receiving the communication.

First Selectman's Report – Mr. Walter reported on the following:

- He has scheduled a meeting with the CT Department of Transportation and Mr. Cosgrove, from the Regional Planning Organization, to discuss the bridge closing notification plans that had been developed last year. He stated he wants to verify that all aspects of the plan have been implemented and also discuss the schedule for closings. Mr. Walter advised that Mr. Cosgrove is doing an analysis of the schedule of bridge closings.
- He was contacted by a non-profit organization that is looking into contaminated sites around this area and they had provided him with a list of such sites. Mr. Walter stated that he had not verified that the list was up-to-date and agreed to provide Ms. Ziobron with a copy.
- The work on the bridge at the intersection of Routes 151 and 149 is on schedule and should be open by September 1, 2010.
- The plans for the Village Pedestrian Safety Improvement Project are still held up at the CT DOT. Ms. Ziobron suggested Mr. Walter contact the Commissioner of the DOT to try to get the project moving. There was a general discussion concerning the status of the Town's discussions with Goodspeed regarding an easement on the Stonecroft property.

Mr. Walter raised the subject of getting a new slogan for the two Welcome-to-East-Haddam signs. It was noted that the signs are owned by the Rotary and the Commissioners suggested he work through that organization for new slogans or eliminate the slogan altogether. Ms. Mathiasen remarked that the "Alive with History, Art and Natural Beauty" slogan will continue to be used by the EDC for Tourism purposes.

Revitalization Commission – Mr. Gionta was not in attendance; however, Mr. Walter advised that Mr. Feldman had won the bid to draw the conceptual plan for the Town Office Site.

Business Tax Incentives – Next Steps – Ms. Ziobron advised that she and Ms. Stricker are preparing a presentation on the proposed Business Tax Incentive program for the June 14th Board of Finance meeting. She stated the proposed plan is scheduled to be voted on at a Town Meeting on June 29th.

Signage Ordinance - Ms. Ziobron reported that her work with Mr. Ventres to revise the Town's signage ordinance is going well and reviewed several points that they are working on.

Sunrise State Park – Status - Ms. Stricker reported that the State is reviewing several responses to their RFI for the old Sunrise property. She stated that she had asked if any of the funding the State had earmarked for the old Powder Ridge project could be used on the Sunrise Park project and her contact told her that she would look into it.

Moodus Commercial Infrastructure – Next Steps – Mr. Casner stated that an estimated 7700' of pipe would be required to install a septic system in the Moodus business area. He noted that the amount is high given the business density of the area and suggested it might be more economical to install three smaller systems. Mr. Casner stated that he had reached out to the State Water Pollution Control Department for input. In response to a question from Ms. Ziobron, Mr. Casner stated that it might be possible to include the senior housing in the plans.

Goodspeed 2nd Theatre – Next Steps – There was no update on this agenda item.

Other Businesses Updates/New Businesses/Events/Tourism:

- Business Night – Ms. Mathiasen reported that the EDC business letter and invitation for the June Business Night had been mailed out and that she had received several RSVPs. Mr. Walter stated that he planned on attending the event.
- Directory Signage Updates – Updates to the business directory signs were discussed. Ms. Mathiasen distributed a draft signage police for the Commissioners to review for discussion at the next meeting.

- Other –
 - The Exit Closure Communication was discussed earlier in the meeting and reported on above in the minutes.
 - Ms. Mathiasen reported that Youth and Family Services cancelled the Scavenger Hunt due to low registrations. She noted, however, that business participation had been positive.

NEW BUSINESS

Mail received – Ms. Mathiasen reported that EDC had received thank you notes from the Music on the River Committee, the Fuel Bank, and the Garden Club for the donations they received from the funds raised by the Chowder Cook-Off.

The Commissioners discussed the recent communications between EDC and Senator Daily. Ms. Mathiasen requested that copies of Senator Daily's March 19th correspondence, EDC's April 22nd correspondence to Senator Daily, and the Senator's April 30th correspondence be made a part of EDC's May minutes and that EDC's May 13th letter to Senator Daily be made a part of the June minutes. The Commissioners agreed with her recommendation.

Resignation and Recommendation of Alternates – Mr. Scherrer's resignation from EDC was accepted, with regrets.

MS. STRICKER MADE A MOTION, SECONDED BY MR. CASNER TO RECOMMEND TO THE BOARD OF SELECTMEN THAT MR. SABETTA'S STATUS ON THE ECONOMIC DEVELOPMENT COMMISSION BE CHANGED FROM REGULAR TO ALTERNATE. UNANIMOUS AYE.

Public Comment/Other – There was no public comment.

Responding to an inquiry, Ms. Ziobron advised that she would have Mr. Walter sign her timesheets until a new EDC Chairman was appointed. Ms. Mathiasen agreed to run the July meeting and Ms. Stricker agreed to run the August meeting.

Ms. Ziobron advised that there was a good business showing at the Memorial Day parade. She also requested the Commissioners draft a map or set of directions to East Haddam locations that can be handed out to visitors at the Gillette Castle Park. Ms. Mathiasen indicated that she was planning to update and print copies of the East Haddam Tourism brochure and map before the end of the fiscal year. The Castle is a key drop off point.

THERE BEING NO ADDITIONAL BUSINESS TO DISCUSS, MS. STRICKER MADE A MOTION, SECONDED BY MR. ALBUQUERQUE, TO ADJOURN THE MEETING, UNANIMOUS AYE.

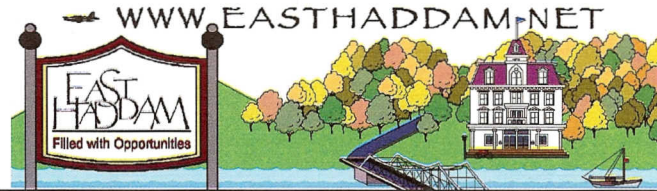
The meeting adjourned at 8:55 p.m.

Respectfully submitted,

Sharon R. Wheeler
Recording Secretary

East Haddam Economic Development Commission

P.O. Box K • East Haddam • Connecticut • 06423-0295



Senator Eileen M. Daily
Thirty-Third District
Legislative Office Building
Room 3700
Hartford, CT 06106

April 22, 2010

Dear Senator Daily,

The East Haddam Economic Development Commission (EHEDC) has been following Section 19 of Raised Bill 5520, An Act Concerning the Conveyance of Certain Parcels of State Land (the "Land Swap") with close interest. As you are aware, the Land Swap included property within East Haddam's Village Business Area and, as a result, we continue to monitor the proposal and are actively engaged with the Town of Haddam as further developments arise.

In both this current pursuit of acceptance of the Land Swap by the General Assembly, and the previous attempt in the Summer of 2009, neither the East Haddam First Selectman nor the EHEDC received any communication from you or your office regarding the Land Swap, despite the fact it included a parcel of land in East Haddam Village. Although this parcel is privately owned by the Goodspeed Opera House Foundation, it is an area that is critical to parking in our village, and contains a permanent easement to the residents of East Haddam for direct access to a boat launch and beach area.

We are writing you today to make you aware of our deep disappointment in the way the Land Swap was crafted and more importantly, the complete disregard for the resident and business interests of the Town of East Haddam. In particular, your letter dated March 19, 2010 to the Government, Administration, and Election Committee makes no reference to the impact the Land Swap would have on the Town of East Haddam, a Town you have represented since 1993. EHEDC's concern is that the Land Swap could have a serious negative impact on our village businesses and the pursuit of developer interest by the East Haddam Village Revitalization Commission to develop the Town Office site.

It is our understanding that the Land Swap may still be revived in the future and, as a result, we respectfully request that the Town of East Haddam be included in the further pursuit of this proposal.

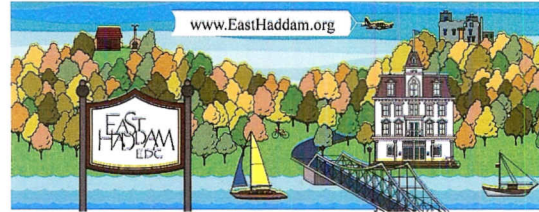
Sincerely,

Robert Scherrer, Chairman
East Haddam Economic Development Commission

Cc: East Haddam Economic Development Commission
Mark Walter, First Selectman, Town of East Haddam
Paul DeStefano, First Selectman, Town of Haddam
Goodspeed Opera House Foundation
The Riverhouse at Goodspeed Station
Middlesex County Chamber of Commerce
Linda Orange, 48th State Representative
James Spallone, 36th State Representative
Melissa Ziobron, EHEDC Coordinator
William Gerrish, Chairman, East Haddam Village Revitalization Commission

East Haddam Economic Development Commission

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Senator Eileen M. Daily
Thirty-Third District
Legislative Office Building
Room 3700
Hartford, CT 06106

May 13, 2010


Dear Senator Daily,

Thank you for the prompt response to our letter. First and foremost, all of the statements in our April 22, 2010, letter are correct and were verified prior to my signature. We are an extremely active Commission and are in routine contact with the First Selectman, the Economic Development Coordinator and the management and staff at Goodspeed regarding economic issues impacting the Town of East Haddam. The issue here is not what we knew or did not know about the land exchange, the issue is that we found out about discussion of this plan, for the second time in a row, from third party sources, not our elected representatives. Had it been the latter, we would have had the appropriate amount of time to begin to build support within the Town.

Enough said about the past. Moving forward, we would like to invite you to attend one of our upcoming meetings to discuss the many projects and opportunities for East Haddam and the region. We meet on the first Thursday of the month, 7pm at the River House (behind the Town Office building). We have enclosed a copy of the agenda for the May 6, 2010, meeting to demonstrate, not only the active slate of projects we deal with, but to show that the First Selectman, the Economic Development Coordinator and Goodspeed representatives are permanent presenters at our meetings and have been for several years. The agendas and approved minutes for the Economic Development Commission are available for review on our newly launched municipal website, www.easthaddam.org.

Looking forward to hearing from you.

Sincerely,



Robert Scherrer, Chairman
East Haddam Economic Development Commission

Cc: East Haddam Economic Development Commission
Mark Walter, First Selectman, Town of East Haddam
Encl.

East Haddam Economic Development Commission

P.O. Box K • East Haddam • Connecticut • 06423-0295



Dear East Haddam Business Owner:

May 2010

The East Haddam Economic Development Commission's (EDC) continues in its efforts to enhance the economic vitality of the Town by attracting and retaining businesses that benefit those who live or work in East Haddam or visit its many attractions. We are sending this mailing to you to provide an update on some EDC projects and opportunities. ***Please send us your email to: mrcdm@snet.net, so that we can add it to our EDC database and use it to communicate with you in a more timely and cost effective way. Also, please notify us if you no longer wish to receive our mailings or if your business status has changed.***

New Municipal Website

The EDC has maintained a Tourism and Business Promotion website since 2001, and now, all the best features of that site are now part of East Haddam's official municipal website **www.easthaddam.org**. For businesses, this means greater visibility for your Business Directory listings, special event Calendar listings, and easier access to related Town Departments, staff, and Board/Commission activities. The EDC volunteers will continue to manage the business portions of the new website and market it to visitors and residents. (See enclosed flyer about the June Business Night website review.)

Website - Business Directory

All businesses operating in East Haddam are eligible for a FREE listing in the online Municipal Business Directory. All the data was moved from the old website, and in some cases, recategorized. General categories were added grouping businesses by types more suitable for browsing, such as: WHERE TO EAT, WHERE TO SHOP, HOUSEHOLD LIVING, PERSONAL CARE, FAMILY & CHILD and more.

Please check your Business listing on the new website. While working on the Directory, it was noticed that, in many cases, we are missing business websites – we can link directly to your site! ***Send us your updates by completing the appropriate field(s) in the online form at the bottom of the Business Directory page.***

Website - Community Calendar

One key feature of the new website is a community calendar – a central, online location for townspeople to see what events are happening in town. ***Businesses are welcome to submit their special events and unique business activities to the Community Events section. See “Add an Event” at the bottom of the homepage.*** Special Business events would include booksignings, trunk shows, workshops, holiday festivals, etc. Sales or promotions or events that are part of normal business operations, would not be appropriate for this Community Calendar. All submissions are approved by the website administrators before they go live on the calendar.

(continued on reverse)

East Haddam Business Owner Letter (continued)

Tax and Business Incentive Program

The EDC has drafted a Tax and Business Incentive Program to attract new businesses to the Town, promote expansion of existing businesses, and to encourage rehabilitation and reuse of vacant commercial and industrial buildings. This new program and ordinance language has been approved by the EDC and Board of Selectmen and will be scheduled for a Town Meeting in June. Copies are available by contacting the Town Office or Economic Development Coordinator. The meeting will be posted on the Municipal Calendar and call of the meeting available in the News and Notices section on the homepage. The EDC encourages local businesses to attend and voice their opinion of this aggressive economic recruitment program.

EDC Positions and Alternates

To assist with the work of the EDC, the Commission has proposed the addition of two alternates to the seven member commission. One of our regular members has decided to be recommended as an alternate. After seven years of service to the Town and the EDC, almost five of those as Chairman, Robert Scherrer, has decided to step down from the Commission this June.

Therefore, the EDC is seeking two full members and one alternate to join the Commission. We invite all business owners to consider volunteering. Contact Commission members with any questions and/or attend our summer EDC meetings to see if you are interested in offering your time and talents to help further the goals of the EDC. If so, please submit an application ASAP to the Selectmen's office.

The EDC welcomes your input. Please feel free to join us at our regular monthly meetings, held at 7:00pm on the first Thursday of the month in the River House. Agendas and Minutes of our meetings are posted on the municipal website. We also hope to see you at the next Business Night on June 28 – see enclosed flyer.

Sincerely,

The East Haddam Economic Development Commission

Robert Scherrer (Chairman), Deb Mathiasen, Joe Albuquerque,
Patricia Stricker, Michael Gionta, Robert Casner, and Eric Sabetta

cc: Melissa Ziobron, Economic Development Coordinator and East Haddam Board of Selectmen

Please join us for another

Townwide Business Night

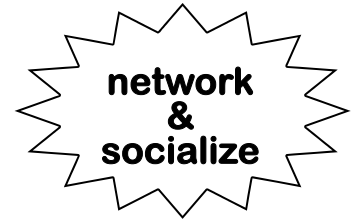
June 28th, 2010 (Monday night)

***7:30-8:30pm**

Hosted by Hilltop BBQ & Steakhouse, 12 Rae Palmer Rd, Moodus



***Bring your business cards
for an East Haddam
Business to Business table.***



***Program: "GET ACQUAINTED WITH THE NEW MUNICIPAL WEBSITE"
and BUSINESS & TOWN UPDATE***

Sponsored by:

East Haddam Economic Development Commission
East Haddam First Selectman, Mark Walter
Essex Printing—East Haddam Events Magazine
Hilltop BBQ & Steakhouse

**Business Night Dinner Special 6/28/10
at Hilltop BBQ & Steakhouse at *6:30pm**

**Bring this flyer and receive 15% discount
off of all menu items, excluding alcohol.**

**** To plan for space, please RSVP by June 25th
to Melissa Ziobron, Economic Dev. Coordinator at 860-873-1153
for either "meeting only" or "dinner & meeting."***