

**Economic Development Commission
Meeting Minutes
July 8, 2010**

Attending: R. Casner (arrived 7:30 p.m.); D. Mathiasen; P. Stricker
Absent: J. Albuquerque; E. Sabetta; M. Gionta; M. Ziobron (EDC Coordinator)
Guests: W. Gerrish; M. Walter; S. Wheeler; H. Kittner; D. McMahon

Ms. Mathiasen called the meeting to order at 7:02 p.m.

Since there was not yet a quorum at the meeting, the Commissioners agreed with Ms. Mathiasen recommendation to postpone approval of the minutes of the June 3, 2010 meeting.

OLD BUSINESS

Status Reports:

Goodspeed Properties – Mr. McMahon reported that the footings for the Creamery Road actors' housing were approved and that the foundations would be poured within the next few days. He stated that they are waiting for the results of the well water quality tests.

In response to a question from Mr. Walter, Ms. Kittner confirmed that due to the construction, several staff cars regularly park at the far end of the parking lot by the Hayden Wine and Spirits Shop. There was a general discussion regarding parking conflicts at the site.

In response to a question from Ms. Stricker, Mr. McMahon advised that the Goodspeed/cruise packages are going well.

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

- Progress continues to be made on the swing bridge closing issues. The signage plan has been completed and all pieces are in place. He advised that Mr. Cosgrove of the Regional Planning Agency is still gathering data for analysis.
- After discussions with the State DOT, he has instructed Fuss & O'Neil to remove the proposed alternate access to the Town Office site, needed for safety egress purposes from the plans and reallocate the funds accordingly.

Revitalization Commission – Mr. Gerrish advised that the Revitalization Commission would be meeting with Mr. Fellner who is expected to present some preliminary conceptual drawings and noted that the Hartford Courant recently published an article about the project. There was a general discussion regarding next steps and Mr. Walter stated he would put his request regarding getting an appraisal for the Stonecroft property from the Goodspeed in writing.

Business Tax Incentives – Publicity – Ms. Mathiasen reported that a press release regarding the new tax incentive program had been sent out and information about the plan was up on the Town's website.

MINUTES

Mr. Casner arrived at the meeting making a quorum and the minutes from the June 3rd meeting were reviewed. MS. STRICKER MADE A MOTION, SECONDED BY MR. CASNER, TO APPROVE THE JUNE 3, 2010 MEETING MINUTES AS WRITTEN. UNANIMOUS AYE.

Economic Development Coordinator – In Ms. Ziobron absence, Ms. Mathiasen distributed a copy of the EDC Coordinator's report which is made a part of these minutes.

Signage Ordinance – There was no update on this project. Ms. Mathiasen advised that she and Ms. Ziobron had created a temporary sign for the Village with a list of the local businesses. She stated that the signs would be posted near the Town Office during the summer and help pedestrians locate business within walking distance.

Vacant/Non-Revenue Properties (Sunrise State Park, Johnsonville, etc.) - Ms. Mathiasen advised that Ms. Ziobron has been in contact with the First Selectman's office and Land Use Administrator to formulate a plan to address the necessary steps a developer will need at the Johnsonville, Torah Institute, and Shadybrook sites for future development. There was a general discussion concerning

deteriorating buildings on all three sites and Ms. Stricker noted that CT has a blight ordinance which the Town can adopt and stated that it might be the quickest way to address such problems.

Ms. Stricker reported that she expects the State to issue an RFP for the Sunrise State Park shortly but noted the rapid deterioration of the property and emphasized her continued concerns regarding safety issues.

Moodus Commercial Infrastructure – Next Steps – Mr. Casner stated that the State Water Pollution Control Department meets every other month and he plans on attending their next meeting to solicit their input on this project. Ms. Stricker noted that there might be a septic issue at the Moodus Plaza and agreed to follow-up on it. There was a general discussion regarding whether or not there might be STEAP grant funds available for the project and Mr. Casner advised that it would be the Water Pollution Control Department's responsibility to apply for them.

In response to a question raised by Mr. Gerrish, Mr. Casner confirmed that there has been interest in developing the property behind the Hilltop Bar-B-Que, but noted that septic issues continue to limit development.

Goodspeed 2nd Theatre – Next Steps – Ms. Stricker noted that the Goodspeed have been focused on the new actors' housing project so she has not pursued this issue with them recently; however, she recommended keeping it on the agenda. Mr. Gerrish advised that the Goodspeed is invited to all of the Village Revitalization Commission meetings and that they have attended a number of them.

Other Businesses Updates/New Businesses/Events/Tourism:

- Business Night – wrap-up – Ms. Mathiasen reported that the turnout at the June Business Night was lower than expected but that it had gone well. Ms. Stricker recommended continuing to give local businesses the option to host the business nights.
- Other – Brochure distribution – Ms. Mathiasen reported that she had ordered 3600 tourism brochures from Essex Printers at a cost of \$1200. MS. STRICKER MADE A MOTION, SECONDED BY MR. CASNER, TO APPROVE THE EXPENDITURE OF \$1200.00 FOR TOURISM BROCHURES. UNANIMOUS AYE.

NEW BUSINESS

Mail received – Ms. Mathiasen reported that EDC had received thank you notes from the Food Bank for the donation they received from the funds raised by the Chowder Cook-Off.

EDC Policy Drafts -

- Services Provided to East Haddam Businesses – Ms. Mathiasen distributed copies of a draft EDC Business Support policy which was reviewed by the Commissioners. There was a general discussion regarding how to define a Town business and several options were considered. Ms. Mathiasen agreed to amend the draft in accordance with the language agreed to by the Commissioners.

MR. CASNER MADE A MOTION, SECONDED BY MS. MATHIASEN, TO APPROVE THE DRAFT EDC BUSINESS POLICY AS AMENDED. UNANIMOUS AYE.

- Directory Signs – Ms. Mathiasen provided an overview of the policy she had drafted for providing directory signs to Town businesses. The Commissioners discussed a number of points in the draft and agreed on several amendments to the draft.

MS. STRICKER MADE A MOTION, SECONDED BY MR. CASNER, TO APPROVE THE DIRECTORY SIGN POLICY AS AMENDED. UNANIMOUS AYE.

Fiscal Year Budget – Final Expenditures – Ms. Mathiasen reported that she had received the invoice for eleven new directory signs.

MS. MATHIASEN MADE A MOTION, SECONDED BY MS. STRICKER, TO APPROVE PAYMENT OF \$635.00 TO COMPUTER SIGNS OF OLD SAYBROOK FOR ELEVEN NEW DIRECTORY SIGNS. UNANIMOUS AYE.

Ms. Mathiasen stated she would prepare a final budget report for the August meeting.

Any EDC New Member Interest – There was a general discussion regarding potential new members for the Economic Development Commission. The Commissioners agreed to follow up with a number of individuals.

Public Comment/Other – There was no public comment.

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

The meeting adjourned at 9:10 p.m.

Respectfully submitted,

Sharon R. Wheeler
Recording Secretary

Economic Development Commission Services Policies - July 2010

STATEMENT OF BUSINESS SUPPORT (listed on EDC page of Municipal Website):

The Commission is happy to assist any businesses with information about start-up, relocation, or expansion in our town. The Coordinator works individually with local businesses on a variety of issues. EDC Commissioners and the Coordinator attend Board and Commission meetings and meet with Town staff to advocate in support of individual and townwide business efforts.

East Haddam's economic interests are represented at the regular meetings of the Central Regional Tourism District, Middlesex Chamber of Commerce, Middlesex County Revitalization Commission, and Midstate Regional Planning Agency.

The Economic Development Commission's business database, on-line business directory, tourism brochure and roadside sign boards are regularly updated upon request to the Commission. New businesses are announced in the quarterly East Haddam Events magazine.

Business Support Services are offered FREE of charge for "East Haddam Businesses" as defined below by the East Haddam Economic Development Commission. This definition does NOT currently appear on the website.

DEFINITION OF AN EAST HADDAM BUSINESS

1. Registered* **commercial (retail or service) or industrial business** with an operating location within the borders of the Town of East Haddam, OR
2. Registered* **home occupation** with East Haddam Land Use office, OR
3. Proof to the EDC that an **East Haddam address is an advertised business location** for a satellite office of out of town business, (There should be a letter on file with the Land Use office that a home occupation permit is not required.) OR,
4. Appropriate services as determined by EDC for a potential buyer of commercial or industrial properties or business operator within the Town of East Haddam.

* = "Registered" East Haddam business includes: DBA on file with Town Clerk, application on file with Health District or Building Department, Special Exemption approval on file with Land Use Office, Home Occupation application on file with Land Use Office (approved by special exception or Land Use office)

Economic Development Commission Services Policies - July 2010

The approved EDC Policy for each of the FREE Town Services has been inserted for each below and does NOT currently appear on the website.

EDC BUSINESS DATABASE

For EDC and non-profit use only for mailing and emails to Town Businesses. Register and maintained by EDC volunteer. This list contains fields and information not available on the online business directory.

MUNICIPAL WEBSITE BUSINESS DIRECTORY

The EDC first launched its own Tourism and Business Promotion website in 2001. That website was combined with the new municipal website in May 2010 and Commission members will continue to maintain the Business Directory, business information and tourism features of the new site.

As noted on the website “The Business Directory is a FREE service for businesses operating in East Haddam and is maintained by the East Haddam Economic Development Commission. East Haddam businesses may submit their FREE Business Listing, changes or additions by completing the online form.”

East Haddam Businesses are listed on the on-line Business Directory by completing the form at the bottom of the Business Directory page. Up to 3 specific categories are selected or assigned based on the pre-determined list. Other categories may be added if the business’ main category is not listed. Email addresses and mailing addresses are not included on the online Business Directory, however websites are included and linked.

TOURISM BROCHURES

Businesses deemed as important for Tourism by EDC are listed on tri-page flyer. Flyers are updated and printed yearly in Spring/early Summer and distributed to various locations.

NEW BUSINESS ANNOUNCEMENTS IN EAST HADDAM EVENTS MAGAZINE

New businesses or business with substantial new services as deemed by EDC are written and announced in the quarterly East Haddam Events magazine.

ROADSIDE SIGN BOARDS – SEE ATTACHED POLICY PAGES