

**Economic Development Commission
Tuesday, January 29, 2013 – 7:00 p.m.
Canterbury Municipal Building, 1 Municipal Drive**

MINUTES*

I. Call to Order

J. Tucker called the meeting to order at 7:02 p.m.

II. Roll call

Members present: J. Tucker, J. Fritzsche, A. Mierzejewski, S. Donahue

Members absent: C. Wellinghausen, R. Tuttle, E. Swanson

III. Minutes

S. Donahue made a motion to approve the minutes from November 26, 2013 with the correction of several typos. J. Fritzsche seconded the motion and it passed unanimously.

IV. Treasurer's Report

J. Tucker discussed what funds had been used from the budget and what those funds were used on. She stated that there was a check for \$152.55 from the Green Valley Institute to reimburse the town that was received but was not reflected on the report yet.

V. Public Participation

None

VI. Old business

A. Website and Social Media

A. Mierzejewski stated that she updated the website and discussed these items. J.

Fritzsche asked if there was a way to check how many "hits" the website received and which articles were read most.

The Commission discussed getting QR code stickers/magnets to place on the doors of all businesses. The Commission discussed using "Branding and Marketing" funds for this.

S. Donahue made a motion to spend up to \$200 on the printing of the QR codes. J.

Tucker seconded the motion and it passed unanimously.

J. Tucker stated she would like the website to be on the business directories. J.

Fritzsche stated that the Commission could add a label with the website on the directories.

S. Donahue stated he wanted to make some social media guides for new business owners.

J. Tucker suggested the Commission start a testimonials page on canterburybiz.com.

B. Greenways

J. Fritzsche stated that the Route 169 Corridor has attempted to reorganize and have a regional representative. J. Fritzsche and J. Baldwin are attending for Canterbury on February 27th in Pomfret.

S. Donahue stated he spoke with the Last Green Valley about Greenways. He stated that a water sports business was being started in Putnam and is hosting several paddles along the Quinebaug, several in Canterbury. He would email this schedule to the members. S. Donahue stated that the Last Green Valley is charging for their app. The deadline is January 31, 2013. Members believed this was about \$100. The Commission discussed hosting another paddle. They picked October 6, 2013 to hold one.

C. Tourism

J. Fritzsche has a meeting next week with the tourism committees. She stated they are creating a winter travel brochure. She stated that businesses could contact them to get in this brochure. She explained that the tourism committees were currently in a dispute with each other.

D. Incubator

S. Donahue stated that he went to a conference in Ohio on fiscal impact analysis. \$451 A. Mierzejewski made a motion to reimburse S. Donahue for his travel expenses for an incubator information conference. J. Tucker seconded the motion and it passed unanimously. S. Donahue stated he would submit his paperwork to J. Tucker. He stated he would be attending conference in May.

E. Communication and Business referrals

J. Tucker stated that the group email address @ canterburybiz was helpful to her. She stated she would like to have more communication with the members between meetings. She stated there are events and conferences the members attend that she is not aware of.

The Commission discussed the "Welcome" package that they are creating for residents new to town. They brainstormed the packaging details and how they package would be funded.

J. Fritzsche stated that The Savings Institute Bank & Trust is sponsoring a business a month in the foyer of the bank.

F. Business Meet and Greet

A. Mierzejewski asked if there were plans to host two meet and greets a year. J. Fritzsche stated it took a lot of work and maybe focuses on hosting one and then collaborating with the Agriculture Commission on another event. J. Tucker stated this would be a great focus for the fall festival. She suggested presenting this to the Ag Commission and getting their input.

G. Gagnon Signs

J. Tucker reported that the signs at Wrights Mill had been installed.

H. Plan of Conservation and Development-

Mierzejewski stated she would like to receive monthly updates on the happenings of the Planning & Zoning Commission. The members suggested they ask S. Sadlowski, the town planner for an updates on the Commission.

- I. **Sponsor Letter-** Nothing to report at this time. J. Tucker stated she had some ideas for this but would wait to discuss them.

J.Tucker stated she would not be available for the April meeting and asked S. Donahue to run the meeting.

J. PZ Submission and report

See above

VII. New Business

A. 13-14 Budget request

The Commission discussed their plans for 2013-2014 and the funds they would need to operate. The Commission budgeted \$2,600 for Advertising and Marketing; \$1,000 for the printing of Directories and Brochures; \$1,000 for the Fall Festival; \$2,000 for the Business Meet and Greet; and \$400 for the Art to Canterbury program.

The Commission discussed commercial kitchens.

S. Donahue made a motion to spend \$500 on the Welcome Package. J. Tucker seconded the motion and it passed unanimously. A motion was made to spend \$200 on the Last Green Valley visitor's guide. A. Mierzejewski seconded the motion and it passed unanimously. J.F Fritzsche made a motion to appropriate \$1,000 for conferences and education of the EDC and/or social media. A. Mierzejewski seconded the motion and it passed unanimously.

J. Tucker made a motion to request \$7,000 from the 2013-2014 Budget. J. Fritzsche seconded the motion and it passed unanimously.

B. Business Registration Form

J. Tucker stated the form needed to be completely revised. The Commission discussed what changes needed to be made.

C. Spring and Summer EDC business presence in community

J. Tucker stated that she would be purchasing a tent that the Commission could use at future events.

The members discussed questions they would like to ask in a business survey. J. Fritzsche stated that Wrights Mill just received an award for holding the best weddings and suggested this be featured on canterburybiz.com.

VIII. Any other appropriate business

J. Fritzsche stated that J. Broome of Quinebaug Kennels expressed interest in joining the Commission.

IX. Adjournment

J.Fritzsche made a motion to adjourn. S. Donahue seconded the motion and it passed unanimously.

Respectfully submitted,

Melissa E. Gil
Land Use Assistant

Cc: EDC members; Town Clerk; EDC file

DRAFT