

**Economic Development Commission**  
**Tuesday, May 31, 2011- 7:00 p.m.**  
**Canterbury Municipal Drive, 1 Municipal Drive**

**MINUTES\***

**I. Call to Order**

R. Curtis called the meeting to order at 7:00 p.m.

**II. Roll Call**

Members present: R. Curtis, C. Wellinghausen, S. Donahue, J. Fritzsche, J. Tucker  
Members absent: A. Tillinghast, L. Northrop, J. Sheridan, H. Tuttle, A. Mierzejewski

**III. Minutes- April 26, 2011**

J. Fritzsche made a motion to accept the minutes. J. Tucker seconded the motion and it passed unanimously.

**IV. Expenses – Record \$150.00 to Ag Commission, Jill Fritzsche, \$144.00 reimbursement for Turnpike Buyer Ad for Fall Business Day (R. Curtis submitted to town)-**

R. Curtis reported that a check was mailed to the Turnpike Buyer for the advertisement.

**V. Public Participation- None**

**VI. Old Business**

**A. Website and Social Media (A. Mierzejewski ,J. Fritzsche and S. Donahue discuss plans-** A. Mierzejewski stated that they have not worked on a EDC website for it was contingent on the budget approval. S. Donahue stated that there was now a Facebook group for the EDC. He stated that he has been looking at other towns EDC websites. He discussed these findings with the members. He stated he would have a report for the members at the next meeting.

A. Mierzejewski stated that she put together a list of links that should be included on the EDC website. She stated she gave this list to A. Tillinghast. J. Tucker stated that the website could assist Canterbury as a leader if local EDC's were going to regionalize.

C. Wellinghausen stated that Canterbury needs to market the Quinebaug River access to attract tourists.

**B. Prudence Crandall Museum Sign Denial (R. Curtis to report)**

R. Curtis stated that the State of CT denied the sign request. He showed the email of denial to the members. The letter cited various reasons for denying the request. R. Curtis stated he was upset by this and argued the matter with DOT.

B. Sear discussed the matter with D. Williams and he reported that the town would get the sign installed in the near future.

**C. Marketing Plan discussion / Branding discussion**

**a. “Come to Stay and Play” – discuss viability of theme**

While the members like this slogan, they stated there was no place to stay in town.

**b. New theme/name discussion**

J. Fritzsche stated that she spoke with a gentleman in town who came up with the slogan “Canterbury. Nice Country.” The Commission discussed this. A. Mierzejewski suggested the members come up with other slogans to discuss at the next meeting. C. Wellinghausen stated that although the town was not as “country” as he recalled, he liked the slogan.

Several members discussed a seminar they attended on the marketing of Littleton, Colorado by the Economic Development Commission to increase businesses and employment in town.

**D. Business Assistance Program (forum potential)**

The Commission discussed holding a “brunch and learn” to assist local owners to learn more about building their businesses. J. Tucker and A. Fritzsche had discussed sponsoring this program. J. Tucker explained that before going forward with the plan, she would like to see if there was an interest.

The Commission discussed ways to get more Canterbury residents to support town businesses.

**E. Library liaison (J. Tucker)**

J. Tucker stated that The Knitting Club would be interested in having a yarn raffle at the Fall Festival.

**F. Gravel/Earth Products – EDC is on PZC’s June 9<sup>th</sup> agenda – schedule presenter of evidence (C. Wellinghausen)**

R. Curtis stated that the EDC would be on the agenda on June 9<sup>th</sup> to present J. Sheridan’s report. He stated that he would invite the gravel operation owners. Due to previous commitments, R. Curtis could not attend but asked C. Wellinghausen to attend. C. Wellinghausen stated he would. R. Curtis asked that other members attend if they are able.

**G. Business Directory (R. Curtis to report on A. Tillinghast’s efforts/status/printing/costs)**

A. Mierzejewski stated that there were 11 new businesses that would be added to the directory. She stated she would email the revisions and asked the members to review and see if any paragraphs or descriptions need to be re-written.

**H. Canterbury Economic Development Fall Festival (October 22, 2011) – J. Fritzsche to submit any tasks**

J. Fritzsche stated that she would assign tasks to the members once the budget passes and it was determined that the EDC had the funds to create its own website. She intended to put information about the scarecrow contest on the EDC website.

I. **Last Green Valley Report** – J. Fritzsche stated the Last Green Valley was looking for individuals to sponsor a paddle event. She stated the Quinebaug paddle was scheduled for October 2<sup>nd</sup>.

J. **Tourism Budget (and our zone)**

J. Fritzsche stated the state allocated \$500,000.00 for the Eastern Tourism District with partnership funds. Those who were donating the matching funds withdrew. J. Fritzsche stated that she had a meeting tomorrow and would know more at the time.

K. **Representative to work with other EDCs**

J. Fritzsche stated that she was talking with Plainfield. She stated that on August 6<sup>th</sup> they were having a “Celebrate Plainfield Day”. The Commission discussed other area EDC’s that they could work with and learn from. J. Fritzsche stated that she felt a relationship with Willimantic’s EDC would be beneficial. J. Tucker stated that Lisbon has an extremely active town manager. R. Curtis suggested that each member think about a town they would like to take contact. S. Donahue stated he was continuing to look at Middletown.

S. Donahue stated when looking into the clean-up of the boat ramp area, he found funding available to Canterbury. He stated he would head up applying for the funds for a river clean-up. J. Fritzsche stated B. Sear would support a community river clean-up day.

The Commission talked about the PRE wood burning plant on the Quinebaug. R. Curtis stated it had been through the property channels.

L. **Ag Commission’s “Meet your neighbor night” – discuss event/attendance**

J. Fritzsche stated that the Meet your Neighbor Night sponsored by the AG Commission was well attended. A. Mierzejewski stated her farm did very well and had several visitors to her farm that attended the event. R. Curtis stated that D. Pindell sent a letter of thanks to R. Curtis for EDC’s help in the event.

M. **EDC Membership – review attendance, make recommendations**

R. Curtis stated that L. Northrop and S. Sheridan have retired. S. Donahue stated that he was sworn in this week. J. Fritzsche stated there was another individual interested in joining the Commission. She had not yet submitted a letter of interest to the Selectmen. R. Curtis stated that resident E. Swanson expressed interest in joining the Commission.

VII. **New Business**-None

VIII. **Correspondence**- Reviewed previously

IX. **Any other appropriate business**

R. Curtis stated that September 17<sup>th</sup> was Old Home Day in Canterbury. S. Donahue discussed offering art lessons in town and stated he knew several individuals that may be interested in this. The members discussed EDC representation at the 4th of July parade. They decided to hand out business directories.

X. **Adjournment**

C. Wellinghausen made a motion to adjourn at 8:43 p.m. J. Fritzsche seconded the motion and it passed unanimously.

Respectfully submitted,

Melissa E. Gil  
Land Use Secretary  
\*as recorded

Cc: EDC members; Town Clerk; EDC file