

**Economic Development Commission
Tuesday, October 25, 2011- 7:00 p.m.
Canterbury Municipal Drive, 1 Municipal Drive**

AMENDED MINUTES*

I. Call to Order

R. Curtis called the meeting to order.

II. Roll Call

Members present: R. Curtis, C. Wellinghausen, J. Fritzsche, H. Tuttle, J. Tucker, S. Donahue, A. Mierzejewski (7:20)

Member absent: A. Tillinghast

R. Curtis made a motion to add E., F., and G. to the agenda under New Business. The motion was seconded and passed unanimously.

III. Minutes- September 27, 2011

J. Fritzsche made a motion to approve the minutes from September 27, 2010. C. Wellinghausen seconded the motion and it passed unanimously.

IV. Expenses

J. Fritzsche discussed the Fall Festival budget. She stated the Commission was allotted \$1,000.00 and the total came in as \$1,138.75. She stated the hay was sold back for \$130.00 and the pie sales were \$35.00. The festival cost the Commission \$973.75. J. Tucker stated there were several cash donations.

The members discussed the success of the festival. There was a mini-hay maze, face painting, a moon bounce, food, music,

J. Tucker stated handed in the invoice for the website to be given to the treasurer. She stated that these funds (\$1,500) were coming from the grant.

V. Public Participation - None

VI. Old Business

A. Website and Social Media

a. **Website Status-** A. Mierzejewski has reserved canterburybiz.com. She stated it was under construction.

b. **Intercommunication (email, Facebook, etc.)**

The Commission discussed the Facebook page.

B. Fall Festival Recap

a. **Vendor Thank You letters**

R. Curtis stated that the event was successful. He stated it took a lot of planning and thanked J. Tucker and J. Fritzsche. J. Fritzsche stated that she would like representation from the Agricultural Commission next year. She stated she was getting positive feedback from the businesses that have scarecrows.

R. Curtis and J. Fritzsche stated they would get thank you cards out to the vendors. J. Fritzsche stated that there were nineteen businesses at the festival. A. Mierzejewski stated that the festival was very successful from a vendor's point of view.

J. Tucker made a motion to set the date for the fall festival next year on Saturday, October 27, 2012. R. Curtis seconded the motion and it passed unanimously.

C. Marketing Plan discussion / What's next?

The members discussed the town trademark of "Canterbury. Nice Country." The cost of trade marking would be approximately \$250.00. Several members felt it was not necessary to trademark the slogan.

J. Fritzsche suggested having T. Morano at one of the next meetings to discuss where the Commission stands in marketing the town.

D. Business Directory (record new additions)

J. Tucker stated that she needed to add Alternative Plumbing, Etc., LLC, Don Trehey, Jane Roberts, professional medical home records business, and Eloise's Treasure Soap on Gooseneck Hill Road to the directory.

The Commission discussed having a reprinting fee. They suggested only printing the directory once a year. J. Fritzsche stated she would like to get farmers into the directory.

E. Last Green Valley Report – J. Fritzsche

J. Fritzsche stated that the Last Green Valley is looking for submissions for fall and winter events. R. Curtis stated that the maps for "Walktober" didn't seem as visible as in the past. J. Fritzsche stated that they were going quickly.

F. Greenway Designation – R. Curtis

R. Curtis stated he attended a ceremony with Brian Sear to recognize the Quinebaug Corridor as a greenway.

G. EDC Membership – additional opening, prospects

J. Fritzsche stated that E. Swanson showed interest in becoming a member. R. Curtis stated he write a letter of interest to the Selectmen's office.

H. Northeastern CT Chamber of Commerce

R. Curtis stated the Northeast CT Chamber of Commerce would like Canterbury to join. The membership cost is approximately \$150.00 per year. There would be a sign displayed in town. R. Curtis stated he would be joining it individually. R. Curtis expressed his interest in the EDC joining the Northeast CT Chamber of Commerce and stated his business would be joining as well.

H. Tuttle made a motion to join the Northeastern CT Chamber of Commerce as long as the expenditure is not over \$200. S. Donahue seconded the motion and it passed unanimously.

VII. New Business

A. Banner (creation/design/budget)

The Commission discussed the size of the banner. J. Tucker stated she discussed the embroidery with a vendor she knows and was given a price of approximately \$125. R. Curtis suggested recreating the banner that is not the website.

B. Bring back Meet & Greets?

R. Curtis suggested bringing back the meet and greets. S. Donahue and J. Tucker mentioned they were interested in holding workshops to help local businesses with grant searches and tax information. A. Mierzejewski suggested the hold the meet and greets less frequently than once a month. J. Fritzsche suggested turning some of the ribbon cutting ceremonies into meet and greets. A. Mierzejewski stated that this may be hard for other businesses to be able to attend for the ceremonies are usually held during business hours. J. Fritzsche stated that maybe the Commission should hold an afterhour's social event.

R. Curtis stated that the Commission would have to find a venue. J. Tucker suggested holding these three times a year. J. Fritzsche stated that she could contact Kurt from Wright's Mill to see if he would be interested in hosting this.

C. New businesses/moved business in town

It was reported that the hydroponic shop operated by T. Glaude, moved from Plainfield to Canterbury. It is located at 43 South Canterbury Road. R. Curtis stated that several sources have said Tony from Martello's has sold the business. He stated that hopefully the new owners would honor those that still have Martello's gift certificates.

R. Curtis stated that there is an application for a package store next door to Martello's. The Commission discussed how this would impact Canterbury Liquor's.

D. Schedule Ribbon Cutting Ceremonies

Maple Leaf Farm, Canterbury Tree Farm, Lisa's Chocolates, Jet Tucker, John King, Knot Just Kitchens, Lunar Paradise, Bounce-a-Rama and Coutu Auto, are all businesses that need ribbon cuttings. J. Fritzsche volunteered to contact the businesses and schedule the ribbon cuttings.

E. PRE

R. Curtis updated the members on the PRE situation. PRE is building a wood burner plant in Plainfield and would like to run pipes under Packer Road. They had two contracts that have now lapsed. The town is holding a meeting to discuss a new ordinance that would prevent industrial pipes under roads in Canterbury. The town will receive \$25,000 in taxes for the pipes.

C. Wellinghausen expressed his concerns with the project. He stated the trucks continue to use Packer Road to access Lowe's and now the trucks to the PRE plant would use the road as well. R. Curtis stated that he didn't want Canterbury looking business unfriendly.

F. Future Budget Accounting/spending practices

J. Fritzsche stated that there was some discontent over the money that EDC was awarded in the budget. She stated she felt showing where the funds were going to be allocated would be beneficial. J. Tucker stated she could do a monthly report on the budget. She stated that there was a fall festival fund that currently has a little more than \$200.

C. Wellinghausen made a motion to reimburse J. Fritzsche \$1138.75 for the fall festival. R. Tuttle seconded the motion and it passed unanimously.

J. Fritzsche suggested inviting J. D'Amato, a developer in town, to attend an EDC meeting to discuss over building 55 year and older communities.

VIII. Correspondence-reviewed.

S. Sadlowski gave the EDC members information about marketing and video production. R. Curtis stated he would discuss this with S. Sadlowski this week. He stated the Commission would discuss this at the next meeting.

IX. Any other appropriate business

J. Fritzsche discussed the welcome packets.

X. Adjournment

J. Tucker made a motion to adjourn at 9:09 p.m.

Respectfully submitted,

Melissa Gil
Land Use Secretary
*as recorded

Cc: EDC members; Town Clerk; EDC file