

**Economic Development Commission  
Tuesday, April 29, 2014 - 7:00 p.m.  
Canterbury Town Hall, 1 Municipal Drive**

**MINUTES\***

**I. Call to Order**

J. Tucker called the meeting to order at 7:05 p.m.

**II. Roll Call**

Members present: J. Tucker, S. Donahue, R. Tuttle, J. Fritzsche, A. Mierzejewski, E. Swanson, K. Zapadka

Others present: K. Lambert, WINY

**III. Minutes- March 25, 2014**

Several amendments were made to the minutes. J. Tucker made a motion to approve the minutes as amended. E. Swanson seconded the motion and it passed unanimously.

**IV. Treasurer's Report** J. Tucker stated that the updated budget spreadsheet was not emailed but that with the exception of the \$50 invoice for the t-shirts, there has been no expenditures.

**V. Public Participation –** K. Lambert was present to discuss holding a 5K race in town. She routed out several spots where this event could be held. She stated that they could do a mile marker for any children that wanted to do the run, but not the entire 3.1 miles. K. Lambert stated that this event could be easily marketing. The Commission stated that they had an insurance form for the Paddle, Pedal, Picnic that they could use. K. Lambert stated that the funding that comes in from the race could be used towards funding a track at the middle school. S. Donahue stated that 5k's usual benefit something specific. K. Lambert stated that this would take a few years. The members felt this was a good idea.

A. Mierzejewski asked who would be doing the timing for the event. K. Lambert stated she had not looked into this for she was just putting the aspects of this idea together. She stated that usually it is timed by a chip the runners wear on their sneakers. She stated that she could ask some volunteers from the fire department if they would be available that day if needed for medical assistance. K. Lambert stated that she would check out running sites to make sure it didn't interfere with other races. S. Donahue stated that he would assist K. Lambert in doing this.

E. Swanson made a motion to support a 5K race. J. Tucker seconded the motion and it passed unanimously.

**VI. Old Business – as needed**

**A. Website and Social Media**

A. Mierzejewski discussed the traffic on the website and where the hits are coming from. She stated that the website needed updating. She stated that most websites get updated every three to five years.

S. Donahue stated the "views" on Facebook are up. He compared this to other groups such as the Last Green Valley. He asked if the streamed content of the website could be altered. The members discussed the

“feature profile of the week”. A. Mierzejewski stated she did not feel the picture of the week should be the profile picture. The EDC logo should remain.

**B. Greenways**

Nothing new to report on Greenways.

**C. Tourism – Paddle Pedal Picnic advertising?**

The Commission discussed the “On The Water” Angler’s Guide publication. The Commission discussed advertising for this. K. Zapadka suggested places posters around town. The Commission was hosting this event on June 8<sup>th</sup>. A. Mierzejewski suggested that biking be added to the t-shirt design. Several members suggested adding Paddle, Pedal, Picnic to the design. S. Donahue stated that he thought the Commission did not want this so they could use the t-shirts at other events. K. Lambert suggested advertising in another publication besides the Turnpike Buyer. The members picked forest green and maroon for colored t-shirts.

A. Mierzejewski questioned where the branding of Canterbury was on the t-shirt design. J. Fritzsche stated they wanted the t-shirts to say “Canterbury. Nice Country.” for that was the brand. S. Donahue stated the t-shirts showed the historic Butts Bridge Road and the Quinebaug River. K. Zapadka stated the Commission was doing a lot of recreation activities under the umbrella of EDC. She stated that she supported this, and it would bring in tourism but questioned if the Recreation Commission should be involved. The members discussed the artwork on the website.

S. Donahue made a motion to order 50 cardinal t-shirts and 50 dark green t-shirts totally \$540. The motion was seconded and passed unanimously.

**D. Incubator- Commercial kitchen**

K. Zapadka stated that she had nothing to report from CLiCK. She stated they were in the beginning phase of development. She attended their open house. She stated that according to health department, every individual needs their own storage space. The members stated that businesses should be in good standing and their taxes should be current. E. Swanson stated that the storage would be an issue, as would be availability of the room .

**E. Communication and Business Referrals – Biz Profiles**

J. Tucker stated that there was going to be a pet store opening in mid June in the Cumberland Farms plaza. J. Fritzsche stated that the new hairdresser in the Canterbury Plains plaza would send the EDC her hours of operation shortly. S. Donahue did a spotlight on Ed’s Garage.

**F. Networking and Events – Biz Social, Workshops**

S. Donahue would be attending an EDC summit in Meriden. J. Fritzsche stated that T. Marano suggested holding a joint session with Planning & Zoning and the Board of Selectmen at a regular schedule meeting. It is \$800 for a three hour session. She stated that he stated that it should be scheduled during a PZ meeting. The members suggested scheduling the workshop in the fall. J. Fritzsche made a motion to hire T. Marano as a consultant to meet with the boards before the end of the calendar year. S. Donahue seconded the motion. R. Tuttle questioned the need for the

workshop and stated that he did not see the benefit. J. Fritzsche stated that he has met with the EDC before and they accomplished many things based on his workshop. The Commission voted unanimously on the motion.

A. Mierzejewski stated that R. Piper said that the membership to the Northeast Chamber of Commerce came out of the Selectmen budget.

**G. Route 169 Corridor-** J. Fritzsche gave an update on the regional Route 169 corridor meeting.

**H. P&Z submission and report**

R. Tuttle stated the P&Z Commission voted to approve the stipulated agreement between LaFramboise, Rawson, and the town.

**I. 2013-2014 Budget request-** Table

**J. EDC Regional affiliation – Erik-** would address in Fall

**K. EDC To Do List –** previously discussed

**L. Hamden EDC Speaker Series – Shane**

S. Donahue stated that the power point would be posted online shortly and he would give him the link.

**VII. New Business**

**A. Road Race request-** previously discussed

E. Swanson showed the members the map that would be used for the Paddle, Pedal, Picnic.

*\*\*\*AUDIO STOPPED RECORDING AT THIS POINT OF THE MEETING\*\*\**

**VIII. Correspondence**

**IX. Any other appropriate business**

**X. Adjournment**

Respectfully submitted,

Melissa E. Gil  
Land Use Administrative Asst.

Cc: EDC members; Town Clerk; EDC file