

**Economic Development Commission
Tuesday, September 27, 2011- 7:00 p.m.
Canterbury Municipal Drive, 1 Municipal Drive**

MINUTES*

I. Call to Order

R. Curtis called the meeting tonight at 7:04 p.m.

II. Roll Call

Members present: R. Curtis, J. Tucker, J. Fritzsche, H. Tuttle, S. Donahue,

Members absent: C. Wellinghausen, A. Mierzejewski

R. Curtis made a motion to amend the agenda. New Business should be moved to Old Business. Letters A through E under Old Business to be replaced with M, N, O, P, Q. The motion was seconded and passed unanimously.

III. Minutes- June 28, 2011

J. Tucker made a motion to approve the minutes. S. Donahue seconded the motion and it passed unanimously.

IV. Expenses- None

V. Public Participation- None

VI. Old Business

A. Website and Social Media (A. Mierzejewski ,J. Fritzsche and S. Donahue discuss update)

A.Mierzejewski was absent so she could not give the update on the website. S. Donahue stated the Facebook group for EDC was up and running.

B. Prudence Crandall Museum Sign Update (R. Curtis)- R. Curtis stated that the sign was not erected along 395 yet, but was approved and should be shortly.

C. Marketing Plan discussion / Branding discussion

a. "Canterbury. Nice Country." – discuss viability of theme

R. Curtis stated that the slogan has been favorably received. J. Tucker stated it was suggested that Canterbury trade mark the slogan. She stated that the cost for this would be around \$350.00 and was good for ten years. J. Fritzsche made a motion to accept "Canterbury. Nice Country." As the town's marketing theme and explore trade marking expenses. J. Tucker seconded the motion and it passed unanimously. R. Curtis asked J. Tucker to look into the cost of trade marking the theme.

S. Donahue stated that he would like to explore the postcard fundraiser proposed by J. Tucker. The postcards would be sold at local businesses and the

Prudence Crandall Museum. J. Tucker stated that S. Tucker was willing to contribute his photographs for the project.

D. Business Assistance Program (forum potential)

J. Tucker made a motion to table the Business Assistance Program for several months. J. Fritzsche seconded the motion and it passed unanimously.

E. Library liaison (J. Tucker)

J. Tucker stated she would like to remove this item from the agenda. She stated she felt the presence of S. Donahue and his grant writing skills was more valuable to the commission. J. Tucker made a motion to remove this. H. Tuttle seconded the motion and it passed unanimously.

F. Gravel/Earth Products – Results of PZC June 9, 2011 meeting (R. Curtis and C. Wellinghausen to report)

R. Curtis stated that he discussed this issue with J. Sheridan and C. Wellinghausen after attending the PZ meeting on the matter. They stated the PZ asked for some specific data to prove that there is a burden or a significant financial impact to the gravel operations. J. Tucker suggested the gravel operators find a representative to go to the other town and research how other gravel regulations are written. R. Curtis stated he would contact the operators again.

H. Tuttle stated that he wanted to go on the record as stating he was against gravel operations for the nuisance they cause in his neighborhood.

G. Business Directory (A. Mierzejewski)

A. Mierzejewski was not present at the meeting but J. Fritzsche stated that pamphlets were being dropped off for distribution at various locations. Many local businesses asked if they could have some to distribute.

H. Canterbury Economic Development Fall Festival (October 22, 2011)

J. Fritzsche stated she had been contacting businesses about the fall festival. She stated that she had very positive response to the "Welcome" package. She stated that the businesses that were too busy to attend the festival are planning to sponsoring face painting, or other activities. There were currently 12 businesses signed up. She stated that the Lion's were attending to sell food, and the VFW is planning to do a booth as well.

J. Fritzsche stated she was getting great response to the scarecrow competition idea. She stated that J. Baldwin would be bringing antique tractors and that McV Farm would be setting up a mini-maze at the town hall. J. Tucker stated there was a representative that was interested in performing music. J. Fritzsche stated she asked WTCY to do a live broadcast from the festival and was waiting for a reply. She asked N. Riemann and a radio host from WTCY to judge the pie contest. She suggested reaching out to Scott Haney to judge the contest as well.

J.Fritzsche stated that she needed assistance with contacting the remaining businesses and also she felt the Commission should run an ad in the Turnpike Buyer. R. Curtis stated there were funds available for this. He stated he would like to see a full page advertisement. J. Fritzsche stated that as a business owner, the smaller ads seem to be more beneficial. She noted that all the main papers would run an article on the event.

The Commission started discussing the budget needed for the festival. They allocated \$200 for live music, \$100 for pie contest prizes, \$230 for advertisement, \$150 for decorations and, \$156 for miscellaneous expenses.

The Commission discussed using hay bales, mums and pumpkins at the festival for decorations. S. Donahue stated he would contact an orchard owner he knows, who may have a cutout available for photographs. He also stated that he would print flyers and pamphlets for the festival. He stated that he knew of a organization that may be willing to volunteer the face painting. J. Fritzsche stated that maps showing the scarecrows would have to be made as well.

J.Fritzsche stated there were eight businesses that needed ribbon cuttings: Maple Leaf Farm, Not Just Kitchens, Lunar Paradise, John King's Real Estate, Jean Tucker's, CPA, Coutu Auto, Canterbury Tree Farm, and Fritzsche Financial.

R. Curtis stated that he would assist contacting businesses via phone. H. Tuttle stated he would man the EDC booth at the festival.

H.Tuttle made a motion to allocate \$3,000 for a budget for the fall festival. J. Fritzsche made a motion to allocate \$1000 towards the fall festival. J. Tucker seconded the motion and the vote passed unanimously.

R. Curtis stated that there needs to be a fall festival fund for donations the EDC may receive.

J. Tourism/State Budget (and our zone – private business investment reported)

J.Fritzsche stated she was attending a regional tourism meeting next week and would update the Commission on any new programs. She stated she was hosting a fall paddle on October 2nd. She currently has 22 confirmed boaters of which, none were from Canterbury. The paddle would be from Manship Park to Depot Road. She stated it would take approximately 2 hours. She asked if the EDC would be willing to sponsor this.

K. Representative to work with other EDCs (J. Fritzsche on Celebrate Plainfield Days)
No discussion

L. R&R Campground update

R. Curtis stated that he has not seen this on the PZ agenda or the IWC agenda.

M. EDC Membership – additional opening, prospects

A.Tillinghast may not be coming back to the Commission. He stated he would act as a liaison for the EDC as needed. R. Curtis stated that as vice-chairman, he is acting chair.

N. Summer homework assignments (all input)

S. Donahue stated that the Eastern CT Resource Conservation Development area had a meeting in which, he wrote a letter/grant requesting funds for the river clean up. He was told he was applying for too much money. He stated that a representative from the Last Green Valley was there and stated it could be done cheaper. She offered to work with S. Donahue and J. Fritzsche on this. Due to concerns from the water level, they discussed planning this for next year.

J.Fritzsche stated she continued to work on the Welcome packages. J. Tucker stated that she spent a lot of time this summer researching whether or not the EDC could solicit funds. She found that yes they could, but it had to be very specific about what the Commission raised the funds for. The Commission discussed the proper procedure for accounting for all the funds taken in.

J.Fritzsche made a motion to nominate J. Tucker the treasurer for the Fall Festival and any other fundraising events for the EDC. R. Tuttle seconded the motion and it passed unanimously. J. Tucker suggested that anyone who donates for the event should be recognized on a sign. R. Tuttle stated the contributors could be listed in the Turnpike buyer.

J.Tucker discussed the postcard fundraiser. She stated that she would donate .30 of every dollar from the sale of each post card to benefit the EDC. S. Donahue stated that the class he was currently assisting would be attending the Prudence Crandall Museum.

O. Old Home Day – September 17, 2011

The members reported that there was good representation and stated it was that it was a great day.

S. Donahue stated there was a \$10,000 grant available for Wesleyan students that he would use to promote the arts. R. Curtis stated he would put this on the next agenda.

P. Independence Day Parade Representation

The Fritzsche family walked in the Independence Day parade handing out business directories.

Q. Recap EDC's year goals, and adherence with plan

J.Fritzsche stated she would like to have T. Morano attend a meeting in the near future. The members agreed.

R. Biking/Horse Trails

J.Fritzsche suggested the Commission contact M. Christensen after his walk in East Lyme in early October to get feedback. The Commission discussed the State's

liability waiver on trails. R. Curtis stated he wanted to look into trails further over the winter.

VII. Correspondence- None

VIII. Any other appropriate business

R.Curtis stated he would probably be a Planning & Zoning member in January so he would rather return to a regular member and not the chairman of the Commission. He stated he felt there may be others on the Commission interested in being chairman. He stated he would be acting chair until January. H. Tuttle stated he was willing to be chairman.

J.Tucker stated she felt the Commission needs to purchase a banner with the town slogan, "Canterbury. Nice Country." The banner would be displayed at various events in town. R. Curtis asked for size specifications and prices for the next meeting.

Fritzsche Financial wanted to have a ribbon cutting on November 4th.

IX. Adjournment

J.Tucker made a motion to adjourn was made at 8:48p.m. H. Tuttle seconded the motion and it passed unanimously.

Respectfully submitted,

Melissa E. Gil
Land Use Secretary
***as recorded**

Cc: EDC members; Town Clerk; EDC file