

**Town of East Windsor
Economic Development Commission
11 Rye Street
Broad Brook, CT 06016**

**Regular Meeting
Tuesday, March 1, 2022
6:00 p.m.**

<https://us06web.zoom.us/j/7148971799>

Meeting ID: 714 897 1799

One tap mobile:

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**** These Minutes are not official until approved at a subsequent meeting****

I. Time and Place of Regular Meeting In-person and via Zoom:

James Richards called the March 1, 2022 Regular Meeting of the East Windsor Economic Development Commission to Order at 6:00 p.m. The meeting is being held in-person and via the ZOOM link noted above.

Members Present: Regular Members Jim Richards, Brian Turley, and Gilbert Hayes via Zoom

Members Absent: Regular Member Robert Lyke.

Guests: Sarah Muska, Selectman

Advisory Present: Ruthanne Calabrese, Town Planner and Staff Liaison to the Economic Development Commission, and, Sabohat Maniscalco, Recording Secretary

II. Establish Quorum:

James Richards noted the Regular Member Brian Turley and himself were present in-person and regular member, Gilbert Hayes was present via Zoom; including, Selectman Sarah Muska, the BOS liaison to the EDC. Regular Member Robert Lyke is absent.

III. Pledge of Allegiance:

Everyone stood to recite the Pledge of Allegiance.

IV. Added Agenda Items:

None

V. Public Participation:

None.

VI. Approval of Minutes and Meeting Dates:

A. Approval of February 1, 2022, Regular Meeting Minutes

Gilbert Hayes suggested a last name correction of the Director of Hartford Transit Authority from *Sharp to Shotland* on Page 3 item VII D.

MOTION: To APPROVE the Minutes of the Economic Development Commission Regular Meeting dated February 1, 2022 as amended with correction.

Gilbert Hayes moved/Brian Turley seconded/DISCUSSION: None

**VOTE: In Favor: Unanimous
(No One Opposed/No Abstentions)**

VII. General Discussion/ Updates:

A. Update on Commercial Real Estate Promotions

James Richards shared his statement in progress that would be shared with other business entities. The letter is a rough draft so they could work on it together to improve its intention. It is intended for the Commercial Real Estate business entities. He is planning to have the First Selectman—Jason Bowsza to sign as it would be a constant representative of the Town versus him as a Chair.

Gilbert Hayes: Should it have the Town's letterhead and who is this letter intended to?

James Richards: Yes. It is going to be addressed to the Commercial Real Estate Realtors. I will create a list of recipients that I will share with this group and others.

Ruthanne Calabrese: Can I just share more information and some efforts that are on-going within our municipality? There is a Developer's software tool on our website that offers the agents to populate the information and obtain information regarding the properties that offers more tools for developers and marketing agents on our Town's Website.

James Richards: I understand. However, this will be a listing from the agents that allows the Town's database to promote their listing. It also allows to access the Town's database to promote their property.

Brian Turley: So, if I am looking at the property, I could look into the Town's website to get information?

Ruthanne Calabrese: Yes, it is under the Developable Property tab in the East Windsor Planning and Development Department Web page at <https://www.eastwindsor-ct.gov/planning-development/webforms/developable-property-east-windsor>

B. Plan for Town Hall Meet and Greet with Businesses in April

James Richards: I have written up a rough draft of this event that I think we could turn into a flyer. So, this event is an opportunity for businesses to network with each other including the Town Officials. Therefore, the agenda for this event is going to look like the following:

"The event starts at 5:30 P.M. with refreshments. The First Selectman, Jason Bowsza would welcome the businesses and Town Officials around 6:00 P.M. At about 6:15 P.M. There could be any new Town Announcements for Zoning Changes or anything related to Economic Development opportunities. We could have a Guest Speaker give a speech. We have yet to identify the Guest Speaker for this event once we set the date in April. The estimated time to end the event is around 7:00 P.M. with a welcoming farewell to all attendees. The refreshments would be served. The flyer will also have a note that it is free and open to all East Windsor Businesses and others interested in the Economic Development for our town. Additionally, it will have a contact information to RSVP for this event."

Gilbert Hayes: Regarding the Guest Speaker for this event—it is important to consider his or her connection and what they could offer for the audience.

James Richards: I have thought of the State Representative, Saud Anwar who is very good businesswise.

James Richards: Anyone has any questions or concerns about the Meet and Greet event? This event is sponsored by the Town to invite all the businesses and attract new businesses to our town. Are we in agreement going forward with the chosen month and the speaker?

Gilbert Hayes: Yes.

C. Summertime Shop/Visit East Windsor Campaign

James Richards: We have talked about Shop East Windsor for the summer time. I have put my thoughts on paper that I am sharing with all of you. This is a rough draft that we

could plan for this May. Gilbert Hayes, please jump in if you have any questions. We should brainstorm this plan together. So, these are my thoughts for this event:

"The purpose of this event is to promote the whole community for the visitors of East Windsor. I have thought of a few titles for this event – Summer in the Five Villages, Visit Our Five Villages, or Have You Visited the Five Villages Lately. Our villages could offer shopping, restaurants, farms, small niche stores, and nature trails."

I am not sure if we could involve historical society in this event. What are your thoughts on promoting the five villages?

Gilbert Hayes: I thought of including our Public Library and "Showcase For Dogs" business for training the dogs. Additionally, in the summer, they will have ice cream social at the Barber Shop society.

James Richards: The child museum is hiring new staff as they are growing. We could also increase tourism by attracting the tourists to our 26 restaurants and 5 banquet halls. We need to share this with the world in terms of attracting businesses and tourism. With the sport complex opening up in the Windsor Locks including the train stations we could think of ideas to visit our five villages.

Gilbert Hayes: We should also promote our local hotels that are within the close proximity to Windsor Locks.

D. Transit Authority Update-Gil Hayes

James Richards: Brian, did you send us any information?

Brain Turley: It is East Windsor Hunger Action Team. So, they set up routes to go to groceries to establish transit routes. Jason and Melissa are working with someone from the State. It is somehow tied to getting those who do not have transportation to the grocery stores. They will reach out to me and Gilbert Hayes.

E. Other Economic issues

James Richards: We will be talking about the North Central Chamber of Commerce Economic Development Breakfast that took place on February 22nd, 2022. Jason Bowsza, our First Selectman attended this event and shared information with us.

Gilbert Hayes: So, this is about the Economic Development Strategies at Work. Serving those less fortunate with their transportation. I was able to get the message across, so it would be nice to get the transportation to get to those places. We all have that "Dial A Ride" for the Senior Services to get them to the grocery stores and back.

James Richards: The breakfast was excellent for us as a way to communicate with the other municipalities and businesses. Jason Bowsza did a good job. He mentioned the Passport. I am hoping the Selectmen Of the Boards will attend these meetings. The businesses remember it. And, it is much easier for businesses to talk to officials

informally. Jason Bowsza talked about what they were doing with their train station in Enfield. It is a transportation-oriented district to make things easier. The Warehouse Point barely reached to zone of duty-free zoning regulation. We also need to look at the walkability. Sofia's plaza has some empty spaces that need to be filled in.

James Richards: The tourism is important aspect for our local economy.

Gilbert Hayes: People come in and go and for new persons in our town, we should have some form of advertisement for local essential services.

Ruthanne Calabrese: I could check out the welcome package for our town and let you know what it includes.

James Richards: It will be good to work on it.

VIII. ADJOURNMENT:

MOTION: To adjourn the meeting at 6:47 p. m.

Brian Turley moved/Gilbert Hayes seconded/DISCUSSION: None

**VOTE: In Favor: Unanimous
(No One Opposed/No Abstentions)**

Respectfully submitted:

Sabo Maniscalco, Recording Secretary, East Windsor Economic Development
Commission