

**Town of East Windsor  
Economic Development Commission**

11 Rye Street  
Broad Brook, CT. 06016  
Website: <http://www.eastwindsorct.com>

**Regular Meeting**  
**Monday, July 16, 2018**  
Town Hall Meeting Room, 6:00 p.m.

**Meeting Minutes**

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

**Economic Development Commission**

Eric Moffett, Chairman  
William Kehoe, Gil Hayes, Nicholas Laskos, Bob Lyke

**Members Present:** William Kehoe (Vice Chairman), Gil Hayes, Nicholas Laskos, and Bob Lyke, Jr.

**Members Absent:** .Eric Moffett.

**Guests:** Bob Maynard, First Selectman; Laurie Whitten, Town Planner; Matt Tyksinski, Assistant Town Planner; Andy Hoffman, Board of Selectman liaison to the Economic Development Commission. Also joining the Commission were Courtney Hendrickson and Kristy Sullivan, of CERC, and (via phone) Tom Rose, representing Virtual Towns and Schools.

Vice Chairman Kehoe called the Meeting to order at 6:04 p.m.

**ESTABLISHMENT OF QUORUM:**

A quorum was established with four Regular Members were present.

**PUBLIC PARTICIPATION:**

No members of the public attended this meeting. The Commission members, First Selectman Maynard, Town Planner Whitten, Assistant Town Planner Tyksinski, and Board of Selectmen liaison Hoffman introduced themselves to Ms. Hendrickson, Ms. Sullivan, and Mr. Rose.

**APPROVAL OF MINUTES/ June 18, 2018 REGULAR MEETING :**

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**MOTION: To APPROVE the Minutes of the Economic Development Commission  
Regular Meeting dated June 18, 2018 as presented.**

**Hayes moved/Laskos seconded/DISCUSSION:** None.

**VOTE: In Favor: Unanimous (Kehoe/Hayes/Laskos/Lyke)**

**ADDED AGENDA ITEMS:**

**MOTION: To ADD Discussion of the Broad Brook Mill Remediation Committee to  
GENERAL DISCUSSION.**

**Lyke moved/Hayes/DISCUSSION:** Vice Chairman Kehoe reported he'll not participate in discussion as he is employed by UTC.

**VOTE: In Favor: Hayes/Laskos/Lyke  
Opposed: No one  
Abstained: Kehoe**

**GENERAL DISCUSSION:**

**CERC Proposal – Assistance with Separate EDC Website:**

Ms. Hendrickson began discussion by updating the Commission with a summary of the tasks completed by Ms. Colcord, which were the completion of a commercial inventory, and a business list project. Ms. Hendrickson reported they had also said they would assist with the EDC website but they've been delayed as they don't control all of the aspects of the website project. While they had agreed that they had intended that the EDC website would be completed by July 15<sup>th</sup> and would go online by mid-August the lack of control of the Town website hinders their progress. First Selectman Maynard reported that a new East Windsor website is being created; the EDC website will be linked to that. He estimated that the EDC website wouldn't be functional for 2 to 3 months after the Town website conversion.

Mr. Rose then walked the Commission through the EDC website design. He noted he has patterned the EDC website on Simsbury as the Commission had favored that website format.

For the EDC website to go live the information from the various Town departments must be populated to the new Town website first; Mr. Rose suggested it would be approximately 10 – 12 weeks from approval for the Town website for the EDC website to become functional. Mr. Rose reviewed the process following approval; the EDC page is subsequently designed, and a project manager is assigned to work with Town Hall staff to move existing content over.

The Commission discussed the options for changing information or photos. With the potential development/business opportunities now available to East Windsor because of the casino the Commission would like the website to be current and informative. Ms. Sullivan suggested including photos or videos of the casino, or other construction projects such as the Calamar project, to show the growth of the town. Selectman Hoffman suggested the website should

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provide the viewer with information regarding the commercially developable properties along Route 5, Route 140, and the current Industrial Park. The information, which should be easily accessed, should include site acreage, potential uses, and contact information. Selectman Hoffman also suggested the website should celebrate existing business success stories – such as Southern Auto Auction which is the largest independent auto resale venture east of the Mississippi. Ms. Sullivan suggested some towns are pulling together the property listings from the brokers listings but an option would be to click on a photo for the additional information. Town Planner Whitten noted the lack of available Town staff to update the site daily. Mr. Rose referenced the business directory, which comes with the central management system; this module could be used to set up slide shows of potentially developable properties or successful existing businesses. Ms. Hendrickson suggested adding additional blocks to the drop down menu under “doing business”.

Mr. Hayes suggested the “New to East Windsor” tab should include information on restaurants and markets – the things a new resident or business would be looking for as they discover the town.

Vice Chairman Kehoe would like to see a direct link to information on tax credits – what’s offered, what type of businesses would be eligible. That information is currently buried and difficult to find. Vice Chairman Kehoe suggested the “Why East Windsor” button should include testimonials from existing businesses.

While the Commissioners generally like the format they would like the photos to be more representative of East Windsor; Vice Chairman Kehoe felt photos including people would be more appealing/interesting. Commissioners Lyke and Laskos expressed an interest in providing photos specific to East Windsor.

Ms. Sullivan noted Town Planner Whitten is moving on in her employment opportunities; she suggested some towns have created a sub-committee to work with CERC to manage the websites. Discussion followed regarding the availability of the Commissioners.

**MOTION: To CREATE a website subcommittee comprised of Bob Lyke and Nick Laskos to be the point people to interface with the CERC representatives.**

**Hayes moved/Kehoe seconded/DISCUSSION:** None

**VOTE: In Favor: Unanimous (Kehoe/Hayes/Laskos/Lyke)**

Ms. Sullivan requested Mr. Laskos and Mr. Lyke compile the information relative to the questionnaire provided by First Selectman Maynard and supply it to Mr. Rose so he can begin redesigning the website. The Commissioners suggested the website should include:

- Have its own URL
- Format is acceptable, with the following updates:
- Include the contact phone number – presently the First Selectmen’s Office – listed on the banner above the “search” button.

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- Include photos more representative of East Windsor such as the Veterans Memorial Green – include people in photos
- Include availability for changing videos and/or slide shows, news articles, blogs, “client” and business testimonials.
- Include “highlights” to showcase marketable properties, or successful businesses.
- Adding additional blocks to the drop down menu under “doing business”.
- A direct, easily accessible link to information on tax credits – what’s offered, what type of businesses would be eligible
- Inventory of available commercial/business properties.

**Job Description – Full-time Economic Development Coordinator:**

Town Planner Whitten recalled CERC had agreed to provide examples of job descriptions for an Economic Development Coordinator; Selectman Hoffman had also provided a couple of examples. Discussion continued regarding options to promote the benefits of the Economic Development Coordinator position to proactively promote East Windsor and to interact with other agencies on the town’s behalf. Assistant Town Planner Tyksinski will be the Commission’s support in the future.

**Discussion of Economic Development Issues:**

Town Planner Whitten reported the casino received all local approvals. Calamar is moving forward with its site construction. West River Farms and Hamlet Homes/Horizon View Estates are both under construction.

**Broad Brook Mill Remediation Committee:**

Vice Chairman Kehoe indicated he wouldn’t participate in this discussion as he’s an employee of UTC.

Mr. Lyke reported he recently attended a meeting of the Broad Brook Mill Remediation Committee at the request of this Commission. He wanted to be sure that the Economic Development Commission, the Board of Selectmen, and the Broad Brook Mill Remediation Committee are on the same page, he felt to let it just grow up with a fence around it in the center of town wasn’t the way to go. He questioned the Commissioners for their opinions.

Selectman Hoffman, a member of the BBMRC, gave the Commission a status update. UTC wants to move 1300 cubic yards of hazardous material from one location on the mill site to another location and cap it, rather than moving it offsite. The BBMRC’s position is for that material to be removed from the site. While UTC’s proposal is probably legal it’s not in the best interest of the town, specifically Broad Brook. Selectman Hoffman felt UTC didn’t want to be seen as a large company beating up on a small town; he felt the BBMRC needs the support of the Board of Selectmen, and the EDC, to advocate for removal of the material. Selectman Hoffman cited that if the pile is left on site no one will want to buy ice cream or rent there. He reiterated the BBMRC needs the support of the whole town – residents as well as the committees.

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Town Planner Whitten suggested the Broad Brook Mill is the heartbeat of Broad Brook; if it's degraded Broad Brook won't come back. The Broad Brook Mill is the reason the community exists.

**ADJOURNMENT:**

**MOTION: To ADJOURN the Meeting at 8:14 p.m.**

**Lyke moved/Hayes/DISCUSSION:** None

**VOTE: In Favor: Unanimous (Kehoe/Hayes/Laskos/Lyke)**

Respectfully submitted:

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Peg Hoffman, Substitute Recording Secretary, East Windsor Economic Development Commission.