

**Town of East Windsor  
Economic Development Commission**

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

**Regular Meeting**  
**Monday, February 25, 2019**  
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  
Bob Lyke

**Members Present:** Eric Moffett (Chairman), Gil Hayes, and Bob Lyke, Jr.

**Members Absent:** William Kehoe.

**Guests:** Ruben Flores-Marzan, Town Planner; First Selectman Robert Maynard, and Andy Hoffman, Board of Selectman liaison to the Economic Development Commission.

Chairman Moffett called the Meeting to order at 6:00 p.m.

**ESTABLISHMENT OF QUORUM:**

A quorum was established with three Regular Members present.

**PUBLIC PARTICIPATION:** None.

**APPROVAL OF MINUTES/ November 19, 2018 Regular Meeting:**

**MOTION:** To APPROVE the Minutes of the Economic Development Commission Regular Meeting dated November 19, 2018 as presented.

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

**VOTE:** In Favor: Unanimous

**GENERAL DISCUSSION:**

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

First Selectman Maynard reported the Commission has previously been working with CERC on the website development. The Town website has been revamped, and we're now ready to load content for the EDC. Town Planner Flores-Marzan has money in his budget to hire a consulting firm to assist with development of the EDC website.

Town Planner Flores-Marzan cited the need to construct a narrative of what East Windsor is about. You have videos and photos which are good but you need to convey what you want to talk to a potential developer about. You need assistance in terms of refining or developing the vehicles to communicate what will go into the website.

Town Planner Flores-Marzan suggested Selectman Hoffman mentions South Windsor when he speaks about economic development. Town Planner Flores-Marzan had reviewed their material but didn't find their website outstanding. They did have a pamphlet summarizing the development process; he's not seen that in East Windsor. Town Planner Flores-Marzan suggested the East Windsor website should include drone photographs, and videos of why a business chose to come to East Windsor.

Selectman Hoffman offered examples of good business relationships that could become interesting videos.

- Infoshred, which is located in the Industrial Park. They had a bad experience in 2017 when their building collapsed; Building Inspector Stanley was instrumental in getting them back up and in business quickly.
- King Koil Mattresses, also located in the Industrial Park. They were moving from Windsor to East Windsor over the Christmas weekend; Building Inspector Stanley assisted them move in over the holiday.
- Bacher Corporation will be building a new building on North Road. He's staying in East Windsor and expanding his business.
- Letourneau Builders, who has constructed attractive subdivisions locally.
- Paul Benson, who built the mixed use development - Pasco's Commons - on Route 5.
- Sustainable Buildings Systems, also located in the Industrial Park, they have sophisticated machinery, some of it as big as this room; they create pre-fab buildings.
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Mr. Lyke suggested highlighting the farming community as well.

Town Planner Flores-Marzan suggested if businesses provided narrative about the critical assistance East Windsor government facilitated to enable them to be in business, that speaks volumes about the town. These consulting companies he's thinking of would seek the permission of business owners to film video spots and action photos of people working inside the buildings, plus take information from the Town and put these into web-based informationals. You have the ability to create the second website but it's about shaping that story of why choose East Windsor. Town Planner Flores-Marzan noted he has \$23,000 in his Professional Services

**East Windsor Economic Development Commission  
Regular Meeting – February 25, 2019  
Meeting Minutes**

Line until July. First Selectman Maynard noted he has someone who did the “Welcome to East Windsor” video; he may be someone to consider.

Town Planner Flores-Marzan offered examples of the following websites:

❖ *Siloam Springs Arkansas Economic Development Website:*

The website’s homepage shows four frames each becoming more visually prominent as the user scrolled over a square to seek business data. Each frame carries an identifier, or content button – *Business, Data, Community, Connect*. Clicking on the identifier enables the user to access additional data or links.

❖ *East Providence, Rhode Island Economic Development website:*

This website features drone footage flying over the city, with text superimposed over the footage. Town Planner Flores-Marzan indicated this is a website within a website reporting the critical information. This takes what’s out there in the real world and combines it with what you know as local stories. The consulting firm will put the information together. They’ll hold focus groups and conversations with the business owners to tell you why they were attracted to the town, why they stay, and how East Windsor distinguishes itself from other towns.

Chairman Moffett liked the East Providence website for its simplicity, noting the need to interject faces to attract the viewer - use quick videos of kids playing in the park, someone shopping at Walmart. Chairman Moffett liked the site because the user doesn’t have to read a lot; it’s a simple format. He noted the phone app is a little different than the website. Mr. Lyke favored the brevity of the information offered, and the conciseness of both sites. Mr. Hayes noted the “Data” button will need the workforce information; Town Planner Flores-Marzan indicated that’s available through the State agencies. Selectman Hoffman suggested Town Planner Flores-Marzan should talk to people at Lincoln Institute on Newberry Road; they train machinist, auto repair and other trades. Information from a video spot with Lincoln would be an advantage for companies moving into East Windsor

Town Planner Flores-Marzan suggested the next step is to find the proper firm to create the website content, and develop the marketing and branding of East Windsor. The firm will propose a concept to present to the EDC to define the product of East Windsor. The product that will require the most legwork will be the business stories.

Mr. Lyke suggested the need to complete the *inventory* of the available properties; he cited the need for the full-time developer. Selectman Hoffman concurred. First Selectman Maynard felt the inventory had been created by the staff at CERC. He also noted we have the maps developed for the Warehouse Point Study being prepared for the Planning and Zoning Commission – that’s about 30% of the town, and we also have information from the DOT study of Route 5.

Selectman Hoffman noted the need to be informed about available inventory. People will have done their research before coming in to talk to the Town. If a developer says he needs 40 acres on Route 5 parcels may be available but owned by 5 different individuals. The Commission

**East Windsor Economic Development Commission  
Regular Meeting – February 25, 2019  
Meeting Minutes**

needs to have that inventory, and be familiar with the properties and ownership, and should have spoken with the owners already so they know what parcels they can promote- Town Planner Flores-Marzan felt the Town didn't have the staffing capacity to do that presently. The Commission cited the need to know what we are as a community, and what we have from a product perspective.

The Commission considered the best use of the current funding. Chairman Moffett suggested hiring a web firm as the Commission knows what they need to market. Town Planner Flores-Marzan suggested the firm can develop the 30 second business owner videos. First Selectman Maynard felt the person who designed the East Providence website did the Town's website; we just need the drone video. Chairman Moffett suggested putting the drone videography out to bid.

Discussion continued regarding the target market – the big fish, or multiple smaller businesses? Town Planner Flores-Marzan indicated these website firms can help with the branding of East Windsor. In a year the Commission can view the website metrics to identify the target audience and to analyze if the website helped generate business activity.

**Recruitment of members:**

Selectman Hoffman questioned how the Commission can help? Town Planner Flores-Marzan suggested by continuing to provide information from the community. Selectman Hoffman mentioned a friend who recently moved into town; Selectman Szymanski also knows of someone who might be interested in joining the EDC but he questioned what the Commissioners can contribute? Town Planner Flores-Marzan cited the Commission can continue to promote East Windsor.

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

No specific discussion this evening.

**Discussion of Economic Development Issues:**

Discussion began regarding how calls from potential developers are handled; who receives the calls, what's the referral process? The Commission discussed the current referral process; essentially First Selectman Maynard walks a developer down the hall to meet Town Planner Flores-Marzan. Town Planner Flores-Marzan cited the Planning Office gets a lot of walk-in traffic. Chairman Moffett felt that before people walk in to discuss their ideas they've already done their homework about East Windsor.

Mr. Hayes felt the Town needs to consider how to make the development process shorter. The Commission suggested the need to develop an application process flowchart. Selectman Hoffman felt Peg had worked on a flow chart for the previous department manager.

**ADJOURNMENT:**

**East Windsor Economic Development Commission**  
**Regular Meeting – February 25, 2019**  
**Meeting Minutes**

Chairman Moffett ADJOURNED the Meeting at 7:25 p.m.

Respectfully submitted:

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