

**Town of East Windsor
Economic Development Commission**

11 Rye Street
Broad Brook, CT. 06016

**REGULAR Meeting
Tuesday, April 6, 2021
6:00 p.m.**

Meeting held via ZOOM Teleconference
Meeting ID: 332 683 3563
Town Hall closed to the Public by
Executive Order of First Selectman Bowsza
due to Coronavirus pandemic

Meeting Minutes

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

Economic Development Commission

Gil Hayes, Chairman
Bob Lyke, Jr., Vice Chairman
Bob Maynard
James Richards, Secretary
Maria Rumore

Chairman Hayes, and Vice Chairman Lyke, were not present at the Call to Order. Secretary Richards, assuming his position as Acting Chairman under the Commission Bylaws, called the April 6, 2021 Regular Meeting of the East Windsor Economic Development Commission to Order at 6:00 p.m. The Meeting is being held via teleconference due to closure of the Town Hall to the public as the result of the coronavirus pandemic.

Members Present: Gil Hayes (signed in at 6:05 p.m.), Robert Maynard, Jim Richards, and Maria Rumore, Alternate.

Members Absent: Regular Member Robert Lyke subsequently texted Chairman Hayes that he would be unable to attend this evening's meeting.

Guests: Noreen (assumed to be Noreen Farmer, of the Board of Finance).

Also present was Ruthanne Calabrese, Staff Liaison to the Economic Development Commission.

ESTABLISHMENT OF QUORUM:

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Acting Chairman Richards noted a quorum had been established with two Regular and one Alternate member present.

Acting Chairman Richards called for a motion to appoint Alternate Member Rumore a voting member for this evening's meeting.

MOTION: To MAKE Marie Rumore a Regular voting member this evening.

Maynard moved/Richards seconded/DISCUSSION: None.

**VOTE: In Favor: Maynard/Richards
(No one opposed/No Abstentions)**

At 6:05 p.m. Chairman Hayes was able to sign into the meeting. Noting he was experiencing problems within his residence he requested Secretary Richards continue to conduct the meeting as the Acting Chairman. Acting Chairman Richards agreed.

PLEDGE OF ALLEGIANCE:

Commissioner Hayes led the group in the Pledge of Allegiance.

PUBLIC PARTICIPATION:

Acting Chairman Richards announced this opportunity for the public to offer comments or raise questions; no one requested to speak.

APPROVAL OF MINUTES; March 2, 2021:

Acting Chairman Richards called for a motion to approve the Commission Meeting Minutes of Regular Meeting dated March 2, 2021.

MOTION: To MOVE to APPROVE the Minutes of the Economic Development Commission dated March 2, 2021.

Maynard moved/Hayes seconded/DISCUSSION: None

**VOTE: In Favor: Hayes/Maynard/Richards/Rumore
(No one opposed/No abstentions)**

REVIEW AND APPROVAL OF BYLAWS:

Acting Chairman Richards queried the Commissioners for additional discussion regarding revisions to the Bylaws. Commissioner Hayes and Commissioner Maynard indicated they were ok with the changes being proposed.

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MOTION: To ACCEPT the Bylaws as presented.

Hayes moved/Maynard seconded/DISCUSSION: None.

**VOTE: In Favor: Hayes/Maynard/Richards/Rumore
(No one opposed/No abstentions)**

GENERAL DISCUSSION:

A. Advanced CT – 90 Minute Virtual Workshop:

EDC Liaison Calabrese cited the ability for members of the Commission to attend a virtual workshop promoted by CERC on the “Fundamentals of Economic Development – A Transformational Approach”. If the Commission proposed to attend a virtual workshop CERC could provide the workshop at any time the Commission preferred; if the intent is to hold an in-person workshop then the workshop would be held later in the year.

Commissioner Hayes felt more people would attend a virtual workshop. EDC Liaison Calabrese noted that once the EDC sets a date a flyer can be prepared and other Commissions can be invited to attend as well. Commission Maynard preferred the virtual workshop; Commissioner Rumore indicated she is working during the day and would prefer an evening workshop. Acting Chairman Richards felt the participation rate would increase if the meeting was scheduled further out in the year. EDC Liaison Calabrese suggested scheduling the workshop during the EDC Meeting. The consensus of the Commission concurred with scheduling the workshop during an EDC Meeting to be held after Memorial Day.

B. POCD Implementation Working Group

EDC Liaison Calabrese reported the first item on the POCD (Plan of Conservation and Development) action list is the creation of a POCD Implementation Committee, which would be composed of representatives from various Boards and Commissions as their work relates to the POCD. The Implementation Committee is being developed under the Planning and Zoning Commission (PZC); report of progress on the action items would be an agenda item under the PZC Meetings. EDC Liaison Calabrese reported that Joe Ouellette, Chairman of the PZC, and Selectman Alan Baker have expressed interest in joining the Committee, while the Conservation Commission is considering a representative; she is looking for a representative from the EDC. Acting Chairman Richards noted Bob Lyke had requested to be included; the Commission concurred.

Acting Chairman Richards suggested including Paul Anderson, Chairman of the WPCA (Water Pollution Control Authority).

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C. Discussion of EDC Webpage:

Acting Chairman Richards requested an update on the status of the EDC webpage from Commissioner Maynard. Commissioner Maynard indicated he was ready to implement the EDC specific webpage last year, and had e-mailed First Selectman Bowsza regarding initiation of the webpage. At that time First Selectman Bowsza had wanted to wait until the Planning Office had hired a new Planning Director. We now have Planning Director Chapin and Zoning Enforcement Officer/Wetlands Official Calabrese on board; discussion following regarding review of the website. Commissioner Maynard offered to visit the Planning Office for a presentation of the website.

D. Discussion of EDC Budget:

Chairman Hayes noted the Commission has not spent any of the funding allocated for Fiscal Year 2020 – 2021.

E. Promotions for local businesses:

Chairman Hayes suggested the Commission could fund advertising to promote local businesses, and announce new businesses. He noted the recent opening of the Broad Brook Village Pizza Shop on Main Street. Acting Chairman Richards explained a recent program run by the Chamber of Commerce, in which people who have patronized various restaurants submitted their receipts to the Chamber, a raffle was eventually held for a large screen tv. People could submit receipts from each visit to a local restaurant. Acting Chairman Richards suggested in this case the receipts could be sent to the Planning Office for retention until the raffle is held. He would suggest running the campaign from April 15th to June, the raffle would then be held for the tv.

Discussion continued regarding the choice of a tv vs. other options, such as gift certificates. Acting Chairman Richards pushed for the tv, noting the Commission could allocate \$500 for the purchase of the tv. Commissioner Maynard was requested to work with Walmart regarding the Commission's purchase of the tv. Chairman Hayes suggested once the money is earmarked for this purpose it would be retained from this Fiscal Year budget until spent. Chairman Hayes also noted the need to spend money on advertisement of this promotion. Acting Chairman Richards requested a motion regarding the purchase of the tv.

MOTION: To EARMARK \$500 from the EDC Budget for the promotion of local businesses and to authorize Commissioner Maynard to work with Walmart regarding the purchase of a tv.

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Hayes moved/Richards seconded/DISCUSSION: Discussion continued regarding promoting other businesses as well; Acting Chairman Richards suggested the restaurants are the businesses that have been hit hard by the pandemic.

**VOTE: In Favor: Hayes/Maynard/Richards/Rumore
(No one opposed/No abstentions)**

Chairman Hayes requested Acting Chairman Richards investigate the cost of advertising the promotion with the Journal Inquirer and the Hartford Courant and advise the Commission at the next meeting.

Acting Chairman Richards called for additional discussion items. Commissioner Maynard noted another part of the EDC's role is to promote bringing in new business to increase tax revenue as well. He questioned the Commission's plans for encouraging new business development? It was noted that economic development is an action item of the POCD.

ADJOURNMENT:

MOTION: To ADJOURN this meeting at p.m. 6:49 p.m.

Maynard moved/Rumore seconded/DISCUSSION: Nothing further

**VOTE: In Favor: Hayes/Maynard/Richards/Rumore
No one expressed opposition/no one abstained from the vote.**

Respectfully submitted:

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