

**Town of East Windsor  
Economic Development Commission**

11 Rye Street  
Broad Brook, CT. 06016

**REGULAR Meeting  
Tuesday, May 4, 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 called the May 4, 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, Robert Maynard, Jim Richards, and Maria Rumore, Alternate.

**Members Absent:** Regular Member Bob Lyke, Jr.

**Guests:** First Selectman Bowsza hosted the meeting. Also joining the Commission virtually were Clark Chapin, Director of Planning and Development, and Marie DeSousa, Board of Selectman liaison to the Economic Development Commission.

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

**ESTABLISHMENT OF QUORUM:**

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A quorum was established with three Regular Members and one Alternate Member present.

**PLEDGE OF ALLEGIANCE:**

Chairman Hayes led the group in reciting the Pledge of Allegiance.

**ADDED AGENDA ITEMS:**

Chairman Hayes queried the Commission for Agenda additions; no one responded.

**PUBLIC PARTICIPATION:**

Chairman Hayes announced this opportunity for public comments or questions; no one requested to speak.

**APPROVAL OF MINUTES/April 6, 2021:**

**MOTION:** To APPROVE the Minutes of the Economic Development Commission Regular Meeting dated April 6, 2021, with the following amendment:  
**GENERAL DISCUSSION, E. - Promotions for local businesses:** "...Acting Chairman Richards explained a recent program run by the Chamber of Commerce,...". Commissioner Richards requested that sentence be revised to: "Acting Chairman Richards explained a recent program run by **THE TOWN OF EAST WINDSOR AND SUPPORTED BY THE CHAMBER OF COMMERCE....**"

**Richards moved/Rumore seconded/DISCUSSION:** Nothing additional  
**VOTE:** In Favor: Hayes/Maynard/Richards/Rumore  
(No one opposed/No abstentions)

**GENERAL DISCUSSION:**

**A. Discussion of American Rescue Plan (ARP):**

First Selectman Bowsza noted the American Rescue Plan was passed in March, and as a contingent of that the Town of East Windsor will get substantial support from the Federal Government for pandemic relief. The Town will receive between \$1.1 and \$1.3 million dollars over two years, and the Board of Education will get about \$2.4 million dollars for the same two-year period. First Selectman Bowsza indicated there are some considerations, or restrictions in the Federal law as to how that money can be spent. While the Board of Education can spend the money in several areas the Town can spend it on the following:

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- Tax Fund recovery – First Selectman Bowsza noted East Windsor didn't experience a revenue loss last year so that use wouldn't be an option.
- Hazards to employees
- Tourism
- Small Business, Non-profits
- Sewer and water projects

First Selectman Bowsza wanted to update this Commission that the Town is issuing an RFQ to hire a consultant to administer a small business and non-profit grant program. The RFQ has been awarded; the Selectmen's first meeting with the consultant will occur this Thursday evening. The funding for the consultant will be borne entirely from the Federal funds so there is no municipal impact. First Selectman Bowsza reported they are developing criteria by which they can provide small grants to businesses and non-profits within the municipality. The amount of the small grant is still being discussed but they are currently considering an amount not to exceed \$10,000 per applicant. First Selectman Bowsza suggested the hope is to help the businesses that struggled during the pandemic come out on the other end., and to assist non-profits that weren't able to do typical fundraising activities because of COVID.

First Selectman Bowsza indicated they're still working out the details, but he's very optimistic that this will be a good use of the funds. It shows the business community in East Windsor that the Town wants to be a partner in their success. First Selectman Bowsza noted there are a couple of small water projects that will also utilize these funds, but mostly it will be used for small businesses.

Chairman Hayes questioned if the intent was to assist small business who are also non-profit 501.c organizations, or to assist each category individually? Chairman Hayes questioned that a business who is not a 501.3 is still eligible? First Selectman Bowsza suggested a business would have to demonstrate that they were in business prior to the pandemic, and that their loss was directly attributable to the pandemic. First Selectman Bowsza indicated the funding is not intended for businesses that started up after the pandemic; the intended use by the Federal Government is to help businesses recover from the pandemic.

Chairman Hayes suggested the restaurants in town appear to have taken the biggest hit; he cited Agenda item E regarding business promotions. He noted that many of the businesses, like Henry's and Nonna's have stayed in business, but with challenges. First Selectman Bowsza indicated that all of those businesses would qualify. He felt the Chamber would agree that restaurants that were predominantly food-based survived pretty well, while businesses in town that were primarily alcohol-based struggled. He cited Golden Irene's was able to survive during the

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pandemic because they were able to adapt to a take-away model for food, but someone like Roberto's struggled more because they're alcohol-centered. Chairman Hayes indicated First Selectman Bowsza's information was good news for many of the local establishments.

First Selectman Bowsza noted the RFQ has been posted and awarded. The next step is to develop the criteria and the application; the process will be posted as it's finalized.

Commissioner Richards cited concern for organizations such as the Lions, the Rotary, both Warehouse Point and Broad Brook Libraries; he questioned the process to reach out to the non-profits? First Selectman Bowsza indicated they'll use a number of outreach techniques, including the Chamber. He suggested the Town can do a Secretary of State 501c search as well, and also use direct solicitation. First Selectman Bowsza didn't see the non-profits being left out.

First Selectman Bowsza also indicated they are considering how to prioritize the awards. Drawing on the expertise the consultant brings to the table will help them frame out the process, as well as feedback from the Board of Selectman.

Chairman Hayes suggested this program is good news for a lot of people in Town. First Selectman Bowsza thanked the Board for the opportunity to bring them up to speed on this program.

**B. POCD Implementation Working Group:**

EDC Liaison Calabrese advised the Commission the kick-off meeting for the POCD working group was recently held. The participating members are Joe Ouellette (PZC), Albert Grant (Agricultural/Conservation), Paul Anderson, Alan Baker (Selectman), Bob Lyke (EDC) who was unable to attend this meeting, Len Norton (Town Engineer), Clark Chapin (Director of Planning), First Selectman Bowsza, and herself. EDC Liaison Calabrese indicated they reviewed the items currently listed in the POCD to make sure they've captured everything that's already been accomplished and identified a couple of items that may be obsolete at this point. EDC Liaison Calabrese indicated she'll be consolidating that information into an Executive Summary for the group. The major take-away from that meeting is that a joint meeting of the Land Use Commissions needs to be held on the topic of Open Space, and the development of tools that can be used across commissions in their decision making. EDC Liaison Calabrese indicated she'll be scheduling the second meeting after preparing the Executive Summary.

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Chairman Hayes noted he's spent more than a decade trying to get transportation in East Windsor. He questioned if transportation would be a component of this POCD Implementation Committee? EDC Liaison Calabrese suggested there were a number of items that touched on transportation, such as transportation-oriented development, and the Route 5 Corridor Study, so transportation is represented within the document.

Chairman Hayes indicated he would participate in the POCD Implementation Working Group as an alternate member when Bob Lyke is unable to attend.

**C. June 1, 2021 Economic Development Workshop:**

EDC Liaison Calabrese reported the ADVANCE CT workshop is scheduled for Tuesday, June 1, 2021 as part of the EDC Meeting. She's sent invitations to the Land Use Commissions. She's scheduled a planning discussion with ADVANCE CT next Thursday, at 2:00 p.m., to discuss economic development initiatives and challenges; she's already sent them the POCD because they'll be tailoring this workshop to East Windsor. Chairman Hayes and Commissioner Richards indicated they'll attend the Thursday conference call.

**D. Discussion of EDC Budget:**

Chairman Hayes reviewed the status of the Commission budget, noting the Commission must use existing funds before the end of the fiscal year. First Selectman Bowsza concurred, noting the funds must be used by June 30<sup>th</sup>. Chairman Hayes advised First Selectman Bowsza the Commission's intent is to earmark \$500 for a tv. Chairman Hayes requested Commissioner Richards to follow-up on the purchase of the tv as Commissioner Maynard is no longer able to handle that project; Commissioner Richards agreed.

**E. Promotions for local businesses "EOEW":**

Commissioner Richards referenced an e-mail he sent to the other members today summarizing his progress. He's put out some initial publicity on this and has received good feedback on social media; people are looking forward to it. Nonna's Restaurant and At the Dam have donated gift cards; he's working on other restaurants. Regarding advertising, Commissioner Richards is working with reporters for the North Central News and the JI to advertise the promotion.

Commissioner Richards reported the Commission agreed at the previous meeting that the receipts would be sent to the Chamber's P. O. Box. He explained his process for managing the receipts, which can be for dining in, pick-up, or delivery; diners can participate as many times as they choose.

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Commissioner Richards reported he's still working on the flyer; Commissioner Rumore indicated she could assist with the flyer and reconciling the receipts. Chairman Hayes suggested the budget has a small amount of money available, which could be used for advertising. Commissioner Richards reported he's issued a press release under the Chamber website and has sent press releases to the newspapers as well. Commissioner Richards suggested the Commission consider adding funds in next year's budget for advertisement in the Hartford Business Journal, or a trade magazine.

**ADJOURNMENT:**

**MOTION: To ADJOURN this meeting at 6:31 p.m.**

**Richards moved/Maynard seconded/DISCUSSION:** Nothing further

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

Respectfully submitted:

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