

**Town of East Windsor  
Economic Development Commission**

11 Rye Street  
Broad Brook, CT. 06016

**Regular Meeting**  
**Monday, May 20, 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  
Gil Hayes  
Bob Lyke

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

**Members Absent:** .All members were present/

**Guests:** Ruben Flores-Marzan, Town Planner; Andy Hoffman, Board of Selectman liaison to the Economic Development Commission, Jillian Hubbard.

Chairman Moffett called the Meeting to order at 6:00 p.m. in the Town Hall Meeting Room, 11 Rye Street, Broad Brook, CT.

**ESTABLISHMENT OF QUORUM:**

A quorum was established with all Regular Members present.

**PUBLIC PARTICIPATION:**

The Commission was joined by resident Jillian Hubbard, who was interested in investigating the work of the Economic Development Commission.

**APPROVAL OF MINUTES/ April 15, 2019 DISCUSSION MEETING:**

Discussion Notes were a summary of the meeting as the Commission had not been able to establish a quorum for that meeting. No motion of approval.

**GENERAL DISCUSSION:**

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**A. Website:**

First Selectman Maynard reported he has been working on the development of the Economic Development website. The Commission continues to like the Siloam Springs, Arkansas Economic Development website, which incorporates four data frames (or content buttons) – *Business*, *Data*, *Community*, *Connect* – to direct the viewer to specific data. The Commission also liked the opening video for the Providence, Rhode Island Economic Development website, which uses drone video to introduce the city. Chairman Moffett suggested bringing the economic development video currently used on East Windsor’s main page over to the Economic Development webpage.

The Commission continued discussing data/information to populate the content buttons.

The Commission discussed the continuing need to hire an Economic Development Director to attract businesses. The goal for East Windsor continues to be to attract new businesses to keep taxes low for residents. Discussion continued regarding the impact of the casino on revenue, job creation, peripheral businesses, and taxes. Ms. Hubbard suggested linking the YouTube meeting videos to the EDC webpage.

First Selectman Maynard reported he has been speaking with a drone photographer. He suggested taking footage of the Industrial Park to incorporate in the EDC webpage. Ms. Hubbard suggested highlighting different local family businesses; Commissioner Lyke recalled the Commission had intended to do 20 second videos of several local businesses, including those who benefited through assistance from the Town. Ms. Hubbard suggested the EDC page could mimic the other parts of the Town website.

First Selectman Maynard hoped the Commission could decide on the four content buttons tonight; from there he can bring in information to support those topics. He suggested “*Business*” could include the application forms necessary to locate a business in East Windsor; “*Community*” could include contact information. Chairman Moffett suggested adding a fourth button titled “*Data*” which could include the business snapshots. Selectman Hoffman cited the need to include statistics; discussion followed regarding including the Planning/Building Department flowchart as well.

LET THE RECORD SHOW Commissioner Lyke left the meeting at 6:40 p.m. to attend another meeting.

Selectman Hoffman reported that Town Planner Ruben Flores-Marzan, First Selectman Maynard, and he will be visiting Bob Burke, Economic Development Director for Windsor within the next week. Selectman Hoffman reported that Town Planner Flores-Marzan is energetic, and very interested in economic development; he has 20 years of experience in the Planning field. Selectman Hoffman suggested it will be advantageous for Town Planner Flores-Marzan to meet with Mr. Burke.

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Discussion continued regarding the need to network, and meet with the people in Hartford who are instrumental in bringing businesses to the State. The Commission then discussed available land and the development of a current parcel inventory. The Commission felt the list developed by CERC was a starting point. Ms. Hubbard cited concern with blighted properties.

The Commission compared Sullivan Avenue in South Windsor, and Route 44 in Avon, noting the development of both areas. Commissioner Hayes suggested the Commission's intent is to develop shovel-ready projects. Town Planner Flores-Marzan pointed to the Town's POCD (Plan of Conservation and Development) as the Master Plan for development of the Town as a whole. The Commission discussed the development process as a business moves through the Wetlands and Planning Commissions.

**June Updates:**

- Present updated front page of EDC website, with drop-down buttons and their support information.
- Begin developing land inventory. Selectman Hoffman suggested picking five properties that are pre-zoned and discuss development potential.

**B. Sardilli:**

First Selectman Maynard reported an article titled "After 40 years in Hartford, Sardilli Produce & Dairy Co. eye move to East Windsor" appeared in the Hartford Business Journal on May 6<sup>th</sup>. The business is now working its way through State traffic approvals.

**C. General Discussion:**

See discussion under EDC website.

**Discussion of Economic Development Issues:**

First Selectman Maynard reported Calamar is moving forward with site development on its project for 122 Senior apartments on North Road.

**ADJOURNMENT:**

Chairman Moffett **ADJOURNED** the Meeting at 7:30 p.m.

Respectfully submitted:

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