

**Town of East Windsor
Economic Development Commission**

11 Rye Street
Broad Brook, CT. 06016

Regular Meeting
Monday, December 16, 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
Bob Lyke, Jr., Vice Chairman
Gil Hayes, Secretary
Bob Maynard
James Richard

Members Present: Gil Hayes, Bob Lyke, Jr., Bob Maynard, and Jim Richards

Members Absent: Eric Moffett.

Guests: Ruben Flores-Marzan, Town, Planner; Marie DeSousa, Board of Selectman liaison to the Economic Development Commission; Maria Rumore, Kathy Pippin, and one unidentified resident.

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

ESTABLISHMENT OF QUORUM:

A quorum was established with four (4) Regular Members present. Vice Chairman Lyke welcomed new Members Bob Maynard, and James Richards. He noted the Commission still has two vacancies for Alternate Members.

Vice Chairman Lyke also welcomed Selectman Marie DeSousa as the Board of Selectman Liaison for the new term.

Selectman DeSousa reported she's looking forward to working with the Commission. She understands the Commission has been short on members in the past; she hopes the addition of the new members will enable the Commission to move forward, as well as the Town.

**East Windsor Economic Development Commission
Regular Meeting – December 16, 2019
Meeting Minutes**

Commissioner Hayes reported Town Planner Flores-Marzan has been very helpful to the Commission, as well as the businesses; he felt Town Planner Flores-Marzan is pro-active with regard to economic development.

Vice Chairman Lyke noted Senator Anwar is very active with regard to the Knowledge Corridor, and support of the Chamber of Commerce and the Economic Development Commission. He suggested Senator Anwar would be willing to attend one of the Commission's meetings.

Secretary Hayes noted Maria Rumore has been a Commission member in the past, and has been attending several of the Commission's previous meetings. He hopes Ms. Rumore will join the Commission as an Alternate Member.

PUBLIC PARTICIPATION:

No one in the audience requested to speak.

APPROVAL OF MINUTES/ November 18, 2019:

MOTION: To APPROVE the Minutes of the Economic Development Commission Regular Meeting dated November 18, 2019 as presented.

Hayes moved/Lyke seconded/DISCUSSION: Commissioner Richards questioned discussion on page 3 regarding reference to "available funding, either through the Planning Department budget or the EDC specific line item funding..." Commissioner Richards reported that under the Financials section of the Town website it indicates the Commission has \$4,000+ available; he questioned where the money has been spent. Town Planner Flores-Marzan reported he had not brought that information to the meeting as he wasn't aware it would be a topic of discussion; he will send the Commission budget information to the members via e-mail. Vice Chairman Lyke suggested adding discussion of the Commission's budget as an agenda item later in the meeting.

VOTE: **In Favor:** **Lyke/Hayes/Richards**
 Opposed: **No one**
 Abstained: **Maynard**

GENERAL DISCUSSION/A. Website:

Commissioner Maynard brought up the EDC homepage on the Smartboard. He indicated this is essentially a sub-website of the Town's website, which is serviced by Civic Plus.

Commissioner Maynard noted the web page is similar to a web page for Siloam Springs, Arkansas, which the Commission preferred. At this point he is waiting for a consensus of information from the Commission members regarding input for the information to populate the data buttons – ***Business, Data, Community, Connect.***

Commissioner Richards questioned the launch date for the EDC page? He understood the intent of the website is to market East Windsor to the public; he believed that the potential launch dated

**East Windsor Economic Development Commission
Regular Meeting – December 16, 2019
Meeting Minutes**

had been September, 2018. Commissioner Richards cited his concern is the amount of money invested in the website development, and in marketing East Windsor.

Vice Chairman Lyke suggested the Commission add as Agenda item:

MOTION: Discussion on update of the EDC budget, and costs related to the website development.

Lyke moved/Richards seconded/DISCUSSION: None.

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

Continuing with his presentation of the status of the EDC sub-website, Commissioner Maynard reiterated the EDC site is based on the Siloam Springs, Arkansas site. Chairman Moffett had suggested removing the sliding photos at the top of the current proposal, in favor of concentrating on the data buttons.

With regard to budget concerns, Commissioner Maynard clarified the EDC is *not* paying him for his work.

Commissioner Maynard suggested if the Commission can decide on the information to populate the data buttons he can move forward and the home page can go live.

Vice Chairman Lyke recalled the Commission had agreed the contact referral for viewers interested in the site would be the First Selectmen's Office; they would then refer the contact to the appropriate resource.

Commissioner Richards suggested the ordinance for tax incentives should be listed on the home page.

GENERAL DISCUSSION/B. Discussion regarding CERC – electronic inventory of businesses:

Commissioner Richards questioned what type of inventory the Commission is trying to develop? Commissioner Maynard noted there is a database of businesses, and their contact information, available to the Commission. Commissioner Richards suggested local realtors have the current marketed properties available under the Multiple Listing Service; properties change constantly. He felt CERC is really a clearing house for information; he suggested the Commission consider inviting the local realtors to a Commission meeting. Commissioner Richards noted that while he holds a real estate license he isn't really a realtor; he offered the Commission a sampling of local realtors to invite in for discussion.

**East Windsor Economic Development Commission
Regular Meeting – December 16, 2019
Meeting Minutes**

Town Planner Flores-Marzan clarified that CERC has a database of available property listings. For a modest fee of approximately \$450 annually the Town could use “Site Finder” offered through CERC.

GENERAL DISCUSSION/C. General Discussion:

➤ **Economic Development Coordinator:**

Vice Chairman Lyke cited the need for the Town to hire an Economic Development Coordinator, even if it’s on a part-time basis. Vice Chairman Lyke has felt for some time that it’s a conflict of interest for the Town Planner to also manage economic development.

Town Planner Flores-Marzan disagreed. He clarified that the Town Planner doesn’t make the decisions; the Board of Selectmen offer a developer tax incentives. The Town Planner/Economic Development Coordinator is the conduit to assist the developer decide if their project is viable. The Town Planner is aware of how a proposed project fits with the Town’s Plan of Conservation and Development (POCD), and how it fits within the Zoning Regulations. The Town Planner/Economic Development Coordinator brings the people together and provides the insight to assist towards eventual development of the project. Commissioner Maynard noted that someone could come in with a proposal for apartments but there may restrictions ; the Economic Development Coordinator would bring the plan and the developer to Town Planner Flores-Marzan for advice before initiating the project. Town Planner Flores-Marzan concurred, noting the Zoning Regulations dictate where projects can be built within various zones. He provides non-binding discussions to brainstorm the project.

➤ **EDC Budget:**

Commissioner Richards cited a figure of \$4,150 allocated to the EDC on the Town Financial information on the Town website. He felt money would not be available within the upcoming budget for an Economic Development Coordinator. He suggested the annual fee for the CERC “Site Finder” was a good buy. He also favored the meeting with local realtors.

Vice Chairman Lyke questioned what had been spent from the current budget, other than recording secretary fees? Town Planner Flores-Marzan reiterated he would provide the Commission members a copy of the current budget information via e-mail, as the budget had not been considered a discussion item for this meeting.

Vice Chairman Lyke left the meeting at 6:40 p.m. to attend another meeting; Secretary Hayes assumed the Chair of the meeting.

Commissioner Maynard suggested the EDC is also available to assist existing businesses. Secretary Hayes opened discussion on how to attract new businesses, and retain existing

**East Windsor Economic Development Commission
Regular Meeting – December 16, 2019
Meeting Minutes**

businesses. Commissioner Richards questioned how many grand openings the EDC has attended in the last year? Secretary Hayes noted the EDC often isn't advised of new businesses coming through. Commissioner Maynard cited he attended the groundbreaking for Calamar. Commissioner Richards noted the EDC has been absent from the Chamber of Commerce for the past year.

Town Planner Flores-Marzan suggested that all commissioners of the boards and commissions are ambassadors for the Town; the EDC needs to bring them in to promote the Town.

➤ **Route 5 Corridor Study:**

Brief discussion occurred regarding the ongoing CRCOG Route 5 Corridor Study, and its potential impact on business development.

PUBLIC PARTICIPATION:

Ms. Rumore questioned if the Commission wants to revisit the "Meet and Greet" event; Commissioner Richards replied affirmatively.

Ms. Rumore suggested the EDC needs to set goals.

ADJOURNMENT:

MOTION: To ADJOURN the Meeting at 7:15 p.m.

Maynard moved/Richards seconded/VOTE: In Favor: Unanimous

Respectfully submitted:

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