

**Town of East Windsor  
Economic Development Commission**

11 Rye Street  
Broad Brook, CT. 06016

**Regular Meeting**  
**Tuesday, January 7, 2020**  
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  
Marie Rumore

**Members Present:** Eric Moffett (Chairman), Gil Hayes (arrived at 6:15 p.m.), Bob Lyke, Jr., Bob Maynard, Jim Richards, and Maria Rumore, alternate.

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

**Guests:** Ruben Flores-Marzan, Town Planner; Marie DeSousa, Board of Selectman liaison to the Economic Development Commission; Sarah Muska, Selectman.

Chairman Moffett called the Meeting to order at 6:05 p.m.

**ESTABLISHMENT OF QUORUM:**

A quorum was established with four Regular Members present at the Call to Order; Commissioner Hayes arrived shortly after the Meeting began and completed the quorum. Alternate Member Maria Rumore was also present but had not yet been sworn in; Ms. Rumore will participate in discussions but will not vote this evening.

**PUBLIC PARTICIPATION:**

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Deputy First Selectman DeSousa, the Board of Selectmen's liaison to the Economic Development Commission (EDC), introduced herself for the members not present at the previous meeting.

**APPROVAL OF MINUTES/ December 16, 2019:**

**MOTION: To APPROVE the Minutes of the Economic Development Commission Regular Meeting dated December 16, 2019 as presented.**

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

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

**GENERAL DISCUSSION/Updates:**

**A.     EDC Website content:**

Commissioner Maynard began his review of the updated information of the EDC website.

**EDC Homepage:** Commissioner Maynard has designed the homepage with a photograph across the top of the homepage, with content buttons below. After brief discussion, and review of the Arkansas website, the Commission requested Commissioner Maynard to remove the photo across the top of the homepage.

Commissioner Hayes arrived at 6:15 p.m.

**Content buttons:**

**Business** – Commissioner Maynard opens the business information with a *location map*, which references East Windsor's siting between Hartford, CT. and Springfield, MA. Commissioner Richards felt the emphasis should be on East Windsor's proximity to Bradley International Airport rather than the location midway between Hartford and Springfield. He felt tourists would be coming through Bradley, and would be seeking information relative to hotels and restaurants within East Windsor. Chairman Moffett suggested adding a smaller map of New England, referenced by a star (\*) at the corner of the larger map. Commissioner Lyke felt the identification of East Windsor as being located within the Knowledge Corridor was important.

The second option under the Business button briefly explains the potential *tax incentives* as defined by the Tax Incentive for Business Ordinance.

The third option is a slide show.

Commissioner Richards referenced a link to *business resources*; he suggested this link includes the East Windsor Chamber of Commerce, the two Regional Chambers, and CERC.

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**Community** – Commissioner Maynard opens the Community content button with a slide of children at the Broad Brook Elementary School; he then references a list of Arts and Attractions which includes the East Windsor Historical Society and Applebrook Farm as local attractions.

Commissioner Richards suggested including a link to the Agricultural Commission, which could then list the various local farms. Discussion followed regarding the ability to visit the farms vs. providing a list of local farming operations. Chairman Moffett suggested using the title Parks and Recreation, which could broaden the scope of businesses listed. Commissioner Richards suggested adding photos of the Trolley Museum.

Discussion continued regarding keeping the listings to local businesses vs. expanding it to those outside East Windsor, such as the Air Museum. Commissioner Lyke suggested adding a regional option to include museums in Hartford and/or Springfield.

Commissioner Richards questioned where information related to the school system will fit in? Commissioner Maynard cited including a link to the school system under the Community content button. He noted Superintendent DeBarge had given a short video which appeared in the Discover East Windsor video; he suggested doing something similar with the education link. Commissioner Richards suggested adding a link to Asnuntuck Community College; other Commissioners suggested links to Manchester Community College and Lincoln Tech as well.

The third option under Community will be a slide show of historical attractions, such as the Osborn House at the East Windsor Historical Society. Various titles were discussed for the slide show; Chairman Moffett suggested using the title Quality of Life to Life in East Windsor for the slide show.

**Connect** – The Commission felt this content button should have First Selectman Bowsza and Town Planner Flores-Marzan do a short video or have their photos with a short message. They should be noted as the contact regarding the tax incentives as well. Town Planner Flores-Marzan suggested members of the Board of Selectmen and members of the EDC should do short videos promoting various aspects of East Windsor as well. Commissioner Maynard recalled the Commission's intent to have a small number of local business people give a short promotion.

Commissioner Maynard has included a link to the Planning and Development homepage under the **Connect** button; application forms are available for downloading under this link. Chairman Moffett suggested including a button on the Planning and Development homepage which returns the viewer to the EDC webpage.

Commissioner Richards suggested removing the East Windsor Chamber information from the Planning and Development homepage as it's already listed under the **Business** content button.

**Data**- Commissioner Maynard opens this content button with drone footage of the East Windsor Industrial Park. At this point he is referencing the CERC 2019 data sheet.

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Commissioner Maynard has then provided a link to a slide show, currently showing Geissler's Plaza. Chairman Moffett suggested listing local utilities, such as Connecticut Water Company, Eversource, etc. which would be of interest to someone interested in bringing a business to East Windsor.

The Commission noted the website references an EDC newsletter. They suggested removing that reference as the Town, and the EDC specifically, haven't the resources to promote a newsletter.

Discussion turned to a roll-out date for the website to go live. Chairman Moffett suggested a soft launch on February 15<sup>th</sup> so the Commission can take feedback from viewers. Commissioner Richards felt the Commission should review the changes suggested to Commissioner Maynard this evening one more time.

**MOTION: To go live with the EDC website on February 15, 2020.**

**Moffett moved/Hayes seconded/DISCUSSION:** Commissioner Richards felt the Commission is rushing; he felt after taking all this time to develop the website to go live in February would be a mistake. Commissioner Lyke preferred the February 15<sup>th</sup> launch date, knowing the website is a work in progress. Commissioner Rumore felt it was an aggressive goal but she would go with the February 15<sup>th</sup> launch date. Commissioner Hayes felt the recommended changes could be done relatively easily. Commissioner Maynard felt he could go with the February 15<sup>th</sup> date and additional changes could then be made.

Commissioner Lyke called the question; Commissioner Hayes seconded.

**VOTE: In Favor: Moffett/Hayes/Lyke/Maynard/Richard**  
**(No one opposed/No abstentions – Commissioner Rumore did not vote)**

**B. Tax Incentive for Business Ordinance:**

The Commission briefly reviewed the current ordinance, which was passed in 2016. Commissioner Lyke recalled previous discussions at other Board Meetings regarding hemp farming; he questioned if that currently fits under the farming definitions. Discussion followed regarding the process for establishing the ordinance, input via the Planning and Zoning Commission, referral to the Board of Selectman for approval and referral to Town Meeting for a resident vote.

No changes were made to the ordinance at this time.

**C. EDC Budget:**

Commissioner Richards questioned the status of the EDC budget. Town Planner Flores-Marzan noted the Commission has been allocated \$3,000 for professional services, a small amount under education and dues for Commissioner's attendance at workshops, and approximately \$1000 for a

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recording secretary. It was noted a payment of approximately \$2,000 from professional services was made in June, 2019 to Civic Plus for work on the EDC website.

Commissioner Richards felt the Commission had approximately \$2,000 to spend for outreach to local businesses. He noted previous Meet and Greet gatherings. Deputy First Selectman DeSousa suggested a website launch party. Commissioner Lyke felt the Commission should consider a five year plan when considering budgetary requests.

**MOTION: To discuss the complete handling of the EDC budget, and to consider a five year plan.**

**Lyke moved/Maynard seconded/DISCUSSION:** Commissioner Richards agreed with the Commission's proposal. Commissioner Maynard felt the five year plan should include the Commission's goals. Chairman Moffett suggested the Commission may want to consider sending out a mass mailing to residents to promote the need for an Economic Development Coordinator.

**VOTE: In Favor: Unanimous  
(No one opposed/No abstentions/Commissioner Rumore didn't vote)**

**D. General Discussion:**

Commissioner Lyke cited the Commission still has a vacancy for one alternate member.

Commissioner Richards noted the Tobacco Valley Chamber of Commerce is holding a meeting on January 29, 2020 at the Doubletree Inn in Windsor Locks. The East Windsor Chamber is a member; members of the EDC can attend for free if sign-up through the Tobacco Valley Chamber Alliance.

**ADJOURNMENT:**

**MOTION: To ADJOURN this Meeting at 7:59 p.m.**

**Richards moved/Hayes seconded/**

**VOTE: In Favor: Unanimous**

Respectfully submitted:

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