

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
January 10, 2017

PRESENT: Chairman John Allen, Commissioners: Kirk Carr, Aman Singh, Andrea Reu, John Hussaini

Absent: Doug Traynor

Resigned: Michael Knudsen

The meeting was called to order at 6:30 p.m.

All stood for the Pledge of Allegiance

Minutes:

A motion was made by A. Singh, seconded by A. Reu to approve the minutes of December 13, 2016 as submitted. The motion carried unanimously.

Public Comments: None

Correspondence: None

Guests: None

Old Business:

BPAC Letter: J. Allen is drafting a letter to the Bike Pedestrian Alliance Committee stating the Economic Development Commission's support for their proposed greenway trail.

February 2017 Seminar

Marketing:

- Marketing is the theme for the next seminar to be hosted by the Economic Development Commission
- Topics to be discussed will include, but not be limited to:
 - Digital marketing/social media
 - How to target people
 - Who your customers are
 - How to reach them
- It is scheduled for Thursday, March 23rd at 6:30 p.m. in the Town Hall Green Room
- This will be in conjunction with the Chamber of Commerce
- Suggested the Economic Development Commissioners attend the next Business after Hours event to promote this seminar and hand out flyers

EDC Website Update Ideas:

- The Economic Development Commission's private website has a link on the Town's Clintonct.org website
- Consider listing more of the town's activities on the site
- List what properties are available and real estate transactions
- Consider creating a EDC tool kit tab which would house a link to CERC
- A Market Place tab would list the available properties and business opportunities in Clinton
- Include the video previously compiled

EDC FY 2017 Budget Request Review:

The Economic Development Commission budget was sent to the Boards of Selectmen and Finance

- The final budget figure request is \$58,400

- This budget includes a part time proven EDC professional, dues, website updates, marketing and day to day office supplies and 1630 house repairs
- The budget will be presented to the Board of Selectmen at their January 18, 2017 meeting

Clinton Crossing Update

- The Clinton Crossings administrators will be invited to the EDC meeting scheduled for February 14, 2017
- The Economic Development Commission would like permission to put standees up at Clinton Crossings three (3) to four (4) times a year
- These standees would announce/ advertise special events happening in Clinton, those to include Christmas in Clinton, Memorial Day Parade/ Pig Roast, and Clinton Festival/ Fireworks
- The cost to have these standees is \$1,200 for 4 weeks
- Consider placing a pop up at Clinton Crossings to provide information about Clinton events to shoppers
- A synopsis of what the Economic Development Commission has done and what they propose for the future will be presented at the February 14, 2017 meeting

Quarterly EDC Presentation to BOS:

- The Economic Development Commissioners would like to be on the Board of Selectmen's agenda once every quarter to update them on the commission's progress and thoughts
- The Planning Review Committee would like to have a combined meeting with the Economic Development Commission, River Cog, and the Board of Selectmen
 - The Economic Development Commission will partner with the Planning Review Committee to promote the PoCD (Plan of Conservation Development)
 - It was recommended to pick two (2) to three (3) items from the PoCD to work on with the Planning Review Committee

Business Survey Status:

- It was decided to forego continuing with this item

New Business:

- A suggestion was presented as follows:
 - In the spring, the EDC should host an open house for the PTA, Morgan Building Committee, Chamber of Commerce, Builders and Contractors and Realtors
 - Tours of the school would be given, to promote the school and positive education developments
 - Realtors would share their listings
 - Events to include Sail Club, Firework Festival, Kids Konnections, Artists in town would be highlighted

The meeting was adjourned at 8:09 p.m.

Respectfully submitted,

Wendy McDermott
Clerk