

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
February 14, 2017

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

Guests: Jane Braum, Clinton Crossings Representatives Kathleen Mones and Chris Durant

The meeting was called to order at 12:00 p.m.

A motion was made by K. Carr, seconded by A. Singh to move Old Business Clinton Crossing Discussion to the first item on the agenda. The motion carried unanimously.

K. Carr reported that the Economic Development Commission has been working with the Clinton Crossings through the distribution of the brochures/pamphlet in their administrative area. It was noted there will be a total of five (5) brochure/pamphlet distribution areas established this year. Clinton Crossings events will be included in our brochures and linked to the Economic Development Commission page.

Clinton Crossings is a major attraction and brainstorming has taken place and needs to continue to determine ways to increase traffic and business between Clinton (town) and Clinton Crossings shoppers.

J. Allen thanked the representatives from Clinton Crossings for coming today. The Economic Development Commission would like to work with Clinton Crossings to help each other.

K. Mones expressed that Clinton Crossings would like to become a community entity, is scheduling more community activities, more functions that help promote area businesses and services. This includes, but is not limited to, rental of a 10'x10' space to display their services and/or product during specific period. A business seminar to educate vendors/business people how to promote themselves in a booth type environment should be considered with a door prize of a free booth for one special event.

Cross promotion was discussed with a suggestion of a dedicated shuttle from Clinton Crossings to Clinton restaurants, shops and vineyards. This shuttle should be a strong consideration for the weekend of the August Fireworks Festival. A marketing banner suggestion was "Summer on the Shoreline".

Transportation from the marinas to all Clinton attractions (Clinton Crossings, restaurants, shops and vineyards) was discussed with advertising on the shuttle.

J. Braum will research a state grant to fund a bus to increase business in Clinton. This bus would drive revenue in the town. A motion was made by K. Carr, seconded by A. Singh to authorize J. Braum to research grants for a bus. The motion carried unanimously.

Ad panels at Clinton Crossings, both permanent (\$500 for 4 weeks) or double sided mobile (\$1,200 for 4 weeks) were discussed.

The Economic Development Commission has scheduled a digital/social media seminar scheduled for March 23rd and Clinton Crossings was invited to present what they have for opportunities and discuss their real application of digital marketing. A Chamber of Commerce e-blast, advertisement in the Harbor News, and notification on the reader board will be utilized to promote the seminar. A motion was made by K. Carr, seconded by A. Reu to use Hibu and invite the Clinton Crossings representatives to present. The motion carried unanimously.

BPAC Letter:

The letter of support for the BPAC greenway from the Economic Development Commission was submitted to the Board of Selectmen.

Morgan Open House:

Superintendent O'Donnell is checking with the State Board of Realtors to ensure there is no inappropriateness hosting the Open House at the Morgan School. A date, during the spring buying season, will be set with tours beginning at 2:10 p.m. A list of exhibitors to invite should include, but not be limited to, some town departments, individuals and clubs.

EDC FY 2017 Budget Status:

- A budget of \$58,000 was submitted to the Board of Selectmen for their consideration.
- This budget was reduced to \$7,500.
- It will be presented to the Board of Finance on February 21st.

New Business:

- Discussed a possible use for the Unilever property.
- It is a 300,000 sq ft building with 400 parking spaces
- Close to I-95 and the railroad
- A suggestion of a mixed use (residence and business) is being recommended
- One consideration is an incubator (a shared resource for people starting businesses)

Planning and Zoning Ad Hoc Committee:

A letter from the Economic Development Commission regarding creating an Ad Hoc Committee was sent to the Planning and Zoning Commission. They are in favor of this committee and it now needs to go to the Board of Selectmen for their consideration.

The meeting was adjourned at 1:35 p.m.

Respectfully submitted,

Wendy McDermott
Clerk

A motion was made by K. Carr, seconded by A. Singh to approve the minutes of January 10, 2017 as submitted. The motion carried unanimously.