

Town of Montville Economic Development Commission
310 Norwich-New London Turnpike
Uncasville, CT 06382

Town of Montville Economic Development Commission
Meeting Agenda for Monday, May 19, 2014
7:00 P.M. – Montville Town Hall (Room 203)

1. Call to Order

2. Pledge of Allegiance

3. Roll Call – The following members were present Tina White, John Protz, Marge Gatheral, Karl Butzgy, Jim Toner, Ann Mattson, Dustin White

4. Remarks from the Public regarding items on the Agenda (3 Minute limit) – Webmaster Donna Geary reminded the commission that the Agenda needs to go to webmaster in addition to the town clerk's office and herself directly to ensure it is posted. Chairman White took this for action.

5. Unfinished Business

a. Town SWOT Analysis w/ Town Planner – Not discussed

b. Montville rebranding progress with other town entities

i. EDC Chairman White, yielded the floor to Superintendent of Montville Schools Mr. Brian Levesque

- Discussed School strategy on mitigating Montville student losses to magnet schools to include; \$10,000 on a promotional video and website overhaul, number of losses trending upward, and his role in the goal of getting Montville students back in the public schools.

- The EDC asked a series of questions pertaining to rankings, trends of other regional schools gain/losses to the magnet schools and who was analyzing factors in our school's rankings.

- The response by the EDC to Mr. Levesque led the fact there is a lot of valuable analysis that needs to be conducted on free data that is available. This will ensure future spending on school marketing and branding are directed at the right areas to maximize return on investment by the town.

- EDC left it was we will continue to work with the board of Education on data mining analysis to provide guided recommendations to improve school retention.

c. Town Business Fair – Led by Marge Gatheral

i. Goal is to have the Business fair in September on a Tues – Thurs day of the week.

- Town Council Liason McNally offered assistance to procure the best location in town once a date was set

- The driving factor for the date will be the availability of CEDF, SCORE and SBDC entities to be present.

- Commissioners Gatheral, Toner and Butzgy plan on working together as a small task force for this event
- Short Term deliverables include submitting to the Finance department for budgetary allocations for Montville EDC banner and promotional/invites for the selected Montville business before 15 June 2014.
- Chairman White will work on Banner design and quoting, while the rest of the task force works on the promotional mailings

d. Commissioner Projects Update

- i. Chairmain White is working with LT Bunnell to monitor for Vendor/Solicitor permits for economic impact. To date, only one application has come in and/or approved with was for a novelty and balloons sale cart for the Memorial Day parade. No follow up is required on this on applicant.
- ii. Commisioner Toner tax stuffer is approved by town council and will be distributed with the summer tax bills at a cost of \$78.50. This project is done and complete and will be reevaluated for redistribution next summer.
- iii. Commisioner Butzgy followed up with the BNI discussion from our informational meeting and discovered it's a B2B program the EDC doesn't have a part in. The topic is closed out.

6. New Business

a. Commissioner "Idea's For Action" (IFA)

- i. Liason McNally requested a spot on the agenda each month going forward for him to officially brief the commission on updates and new projects.
 - It was recommended that B&D auto body repair be awarded a letter of recognition for efforts in cleaning up the area surrounding their business, including the buying a blighted property across the street from their business to reduce blight. The commissioners will investigate as they desire and will vote on next month awarding them a letter of Business recognition.

b. Feedback from the town people and businesses

7. Commissioner Action Items for Next meeting

Chairman White – Updated distribution list for agenda's, LT Bunnell vendor applications, and EDC business fair banner

Commissioner Gatheral, Toner, Butzgy – Business fair organization, communication and marketing

8. Communications

9. Remarks from the Public (3 Minute limit)

10. Remarks from the Commissioners

Chariman White – With the addition of Mr. Alarcon (not present at first meeting) to the EDC, the commission is now full. When commissioners miss three consecutive meetings, their removal from the commission will be voted on by the commission on a case by case basis.

11. Adjournment – 9:43 PM