

Town of Montville
Economic Development Commission
Regular Meeting Minutes for July 18, 2016
7:00 p.m. – Montville Town Hall - Room 203

1. Call to Order.
Chairman Butzgy called the meeting to order at 7:08 p.m.
2. Pledge of Allegiance.
All stood and pledged the flag.
3. Roll Call.
Present were Commissioners Karl Butzgy, Walter Hewitt, Christopher Napierski, John Protz, and Jim Toner. Commissioner Diane Williams was absent. Also present was Town Council Liaison Joseph Rogulski. A quorum was present.
4. Remarks from the Public regarding items on the Agenda (3-minute limit).
Chairman Butzgy asked three (3) times for remarks. There were none.
5. Alterations to the Agenda. -- None
6. To Consider and Act on a Motion to approve:
 - a. The Regular Meeting Minutes of June 20, 2016
Motion by Commissioner Toner; seconded by Vice Chairman Protz, to approve the Regular Meeting Minutes of June 20, 2016. Discussion: None. Voice Vote, 5-0, all in favor. Motion carried.
 - b. The Special Meeting Minutes of June 30, 2016
The Commission unanimously agreed to table approval of the Special Meeting Minutes of June 30, 2016, pending clarification by Town Council Liaison Rogulski concerning the relocation of the meeting without prior notice to the public. (The Town Hall building was locked and the meeting took place at Chairman Butzgy's business office in Town.)
7. Unfinished Business:
 - a. EDC Website Design (Commissioner Napierski)
Commissioner Napierski reported that he met with Commissioners Butzgy and Toner and they toured the Town and took photos of properties and sites to include in a collage on the Commission updated website. He reviewed with the Commissioners a prototype of the proposed "home" page that they received electronically. Commissioner Napierski stated that the text of the home page did not change and explained how a user would be able to maneuver the page by a series of clicks and dropdown windows. Discussion followed concerning the website as follows:
 - How often to rotate pictures and update the website;
 - Whether to use a slideshow versus a collage of pictures;
 - The legality of using the names of Town businesses;
 - Adding the names of prospective properties for sale without going into the business

of real estate, (This was said to be a concern of the Town Planner. Commissioner Toner explained that most individuals looking for properties with which to start a business seek the services of business real estate agents.);

- The need for an “Other Businesses in Montville” tab that would link to related Town businesses; and
- The inclusion of business soundbites.

The Commissioners also discussed the survey conducted by the EDC in 2008-2009 that polled local business owners about their concerns and what they needed from the Town to conduct day-to-day operations. Chairman Butzgy and the other Commissioners concurred that 1-2 pages of updated and/or potential website material would be circulated at each meeting for review and consideration. Commissioner Hewitt stated that in order to be effective the website “needs to change and needs to be living.”

Motion by Chairman Butzgy; seconded by Commissioner Hewitt that all updated, new photos for the website would be submitted electronically to Commissioner Napierski. Discussion: Vice Chairman Protz stated that he would forward all the photos that he has taken to Commissioner Napierski. Voice vote; 5-0, all in favor. Motion carried.

Pertaining to questions about formally approving website updates (Vice Chairman Protz) and whether updates will be structured (Commissioner Toner), the Commissioners confirmed Commissioner Napierski as the website liaison and capable to work with the appropriate Town officials on the same. Also, Chairman Butzgy stated that a vote by the Commission was not necessary in order to add hyperlinks or photos to the website. Responding to Chairman Butzgy’s question concerning future plans for the website, Commissioner Napierski stated that he would need assistance with the next two (2) links on the website, ‘Businesses’ and ‘Economic Programs.’ The resource websites the Southeastern Connecticut Enterprise Region, (SECTER) and the State Education Resource Center of CT (SERC) were suggested by Commissioner Toner.

b. Business Assistance Program Update (M-BAP)

Chairman Butzgy asked about the format of the M-BAP. As discussed at the June 20 Special Meeting, Commissioner Hewitt reaffirmed that the document would be produced in its final form and forwarded to Town Planner Vlaun, Mayor McDaniel, and Town Council Chairman Jaskiewicz, respectively. Commissioner Rogulski would be notified so that the M-BAP can be added to the Town Council Agenda for consideration and action.

Motion by Commissioner Hewitt; seconded by Commissioner Toner, to accept the proposed Montville Business Assistance Program and forward it on to the Montville Town Planner, Mayor, and Town Council Chairperson, respectively, for consideration and action. Discussion: Responding to Commissioner Toner’s question, the Commission concurred that the M-BAP document was indeed in its final form. The document will be personally discussed with Mayor McDaniel and thereafter with Town Council Chairman Jaskiewicz. Commissioner Hewitt was identified as the point person for Commission comments on the document. Voice vote; 5-0, all in favor. Motion carried.

c. Strat Comms Working Group Update (Vice Chairman Protz)

Vice Chairman Protz stated that the EDC Strategic Communications Plan would be used to guide Commission communications and foster relationships in the Town of Montville with its businesses and stakeholders. In addition, it is a plan for sending periodic communications, “a revitalization of the EDC for things to come” (Chairman Butzgy) that will be promoted through *The Montville Times*, *Patch*, and the Commission’s website. Discussion followed regarding the welcome letter to new businesses with follow-up by the Commission within 30-90 days; Commissioner Toner’s monthly meetings with Town Planner Vlaun, who provides him with a list of new businesses, monthly. At Chairman Butzgy’s request, this list will be forwarded to the all Commission members. Also, the Communications Plan will be included as an agenda item for the Commission meeting as an ongoing discussion topic under ‘Communications.’. A survey of Town residents and businesses was also discussed as a useful commodity, i.e. Survey Monkey. Commissioner Toner emphasized that when using a survey consideration needs to be given as to what the data will be used for and what decisions will be made from the data. In other discussion, the blight ordinance was raised. It was communicated that Building Official V. Vesey would not be available to meet with the Commission until September.

d. Field Trip: Tour of Montville (Commissioner Napierski)

This agenda item was discussed previously under 7a.

8. New Business -- None

9. Report on Existing, New, Prospective, Lost Businesses (Commissioner Toner)

Commissioner Toner stated that he handed out a report at the June 30 Special Meeting that he receives by email monthly. He commented that the ZWO E. Burdick was working on the report, and further stated that the report identifies businesses that have started in the Town, some of which are home-occupied businesses. Responding to a question by Commissioner Napierski, Town Council Liaison Rogulski commented that the buildup of construction on Route 85 is hampered by the lack of water and adding that the route is a State road. Vice Chairman Protz requested copies of the reports from January 2016 forward so that welcome letters could be sent out to the new businesses.

10. Feedback from the Townspeople and Businesses

a. Proposed Recipients for Business Recognition Award

Chairman Butzgy stated that he supported the award as long as there was a rationale for the business being recognized. Commissioner Hewitt added that the award does not need to be given monthly. Commission Butzgy charged the Commission members with providing feedback on businesses deserving of the recognition.

11. Report from Town Council Liaison Joe Rogulski

Town Council Liaison Rogulski commented on the final revisions to the M-BAP and notified the Commission of Volunteer Webmaster Donna Geary’s intent to resign as of August 1. He reported that she would stay on as a consultant until completion of the

website. Town Council Liaison Rogulski also commented on the EDC Tax Incentive Plan that was sent to the Town Council and forwarded on to the Town Attorney, stating that Town Council was not used to receiving information from the Commission. He said that there has been no feedback from the Town Council as of yet. Commissioner Napierski asked when talks for the 2017-2018 budget should begin to discuss the costs for EDC events and Commissioner business cards. Discussion continued concerning the expenses incurred by the Commission in 2015 (\$563), the final 2016 budget (\$1250) out of which the recording secretary is paid; and the proposed budget for 2017 (\$850). Town Council Liaison Rogulski said that the 2016 budget process was brutal but it will be harder for 2017. Commissioner Toner proposed that contact be made with Tony Sheridan of the Eastern Connecticut Chamber of Commerce and SECTER to which Mayor McDaniel and Town Planner Vlaun are members. Also discussed was a mailing for the Business Forum for which the postage was absorbed by the Town postage meter and coffee and donuts were supplied by Chairman Butzgy. At the next meeting, a discussion of the expenses associated with the budget and existing line items will be discussed.

Motion by Commissioner Toner; seconded by Chairman Butzgy to request reimbursement to the Chairman in the amount of \$40.00 for coffee and donuts for the Business Forum. Discussion: none. Voice vote; 5-0, all in favor. Motion carried.

12. Communications

Chairman Butzgy asked for recommendations for contacting and setting up a meeting with the Mayor about the Business Plan that he proposes to accomplish and complete within two weeks.

13. Remarks from the Public (3 Minute limit)

Chairman Butzgy asked three (3) times for remarks. There were none.

14. Remarks from the Commissioners and Town Council Liaison Rogulski -- None

15. Adjournment

Motion by Chairman Butzgy; seconded by Commissioner Napierski to adjourn the meeting at 8:42 p.m. Discussion: none. Voice vote; 5-0; all in favor. Meeting adjourned.

Submitted by: Gloria J. Gathers
Recording Secretary, Town of Montville