

TOWN OF MONTVILLE
Economic Development Commission
Regular Meeting Minutes – May 21, 2018 – 7:00 p.m.
Montville Town Hall - Room 203

1. Call to Order

Chairman Hewitt called the meeting to order at 7:00 p.m.

2. Pledge of Allegiance

All stood and pledged the flag.

3. Roll Call

Commissioners present were, Karl Butzgy (7:27 p.m.), Mickey Gillette, Christopher Napierski, Brian Quinn, Jim Toner, and Chairman Walter Hewitt. Also present was Town Council Liaison Jeff Rogers and Town Council Chairman Tom McNally. Commissioner Christopher DiNoto was absent.

4. Alterations to the Agenda -- *None*

5. Remarks from the Public regarding items on the Agenda (3-minute limit).

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

6. To Consider and Act on a Motion to approve:

a. The Regular Meeting Minutes of April 16, 2018.

Motion by Commissioner Toner; seconded by Commissioner Gillette, to approve the Regular Meeting Minutes of April 16, 2018, as written. Discussion: None. Voice Vote, 4-0-1. Commissioner Napierski abstained. Motion carried.

7. Unfinished Business:

a. Discussion of Montville Business Forum (Commissioner Toner)

i. Results

Chairman Hewitt began feedback on the Forum by stating that he had hoped for a larger crowd—only 30 people attended—but said there were those who registered for the event but were no-shows. The informational items from the event he scanned. Commissioner Toner commented on the number of letters mailed primarily to delinquent taxpayers. Given the work involved in the event, he was hesitant to work at that level again considering the attendance at the event.

ii. Follow up

Chairman Hewitt suggested that follow up letters be mailed for feedback on the event from those who attended. Commissioner Toner proposed that they obtain email feedback from the Chamber of Commerce with the goal to obtain good, unsolicited comments. Commissioner Napierski said there was no indication about whether the speakers were liked given the comments were “all over the place.”

iii. Going forward

Chairman Hewitt said the Commission should reach out to individuals who want to open a business or have businesses instead of delinquent taxpayers—to figure out a way to get

business owners to attend. Commissioner Toner suggested contacting Nancy Cowser of seCTER for assistance. Fine-tuning the target audience and having the ability to track participant feedback/data from the event are key components. Commissioner Toner spoke about comments to have the Forum be an annual event. Other suggestions included signage in the venue to direct attendees, room to spread out speakers' tables, and possibly moving the Forum to April.

Motion by Commissioner Toner; seconded by Commissioner Butzgy to hold the 2019 EDC Business Forum the first week of April and begin new marketing strategies for it in October 2018. Discussion: The Commission discussed the EDC creating a marketing packet for promotional purposes. Commissioners Butzgy and Toner spoke about the DECD program for obtaining subsidized, part-time employees. Voice Vote, 6-0, all in favor. Motion carried.

b. EDC Website

i. Resource constrained -- static

Commissioner Napierski reported on a connection between the EDC Business Forum and seCTER and having all EDC communications for the event through it. seCTER would be the portal for EDC with tools to self-manage. He also spoke of an upcoming meeting that he and Chairman Hewitt will attend on Wednesday regarding the same. Commissioner Toner suggested they request the J. Hodge report and review the seCTER executive summary.

ii. Facebook

The Commission discussed the setup of an EDC Facebook page that would include content such as the EDC Business Recognition recipients but screen content would be restricted.

Motion by Commissioner Toner; seconded by Commissioner Butzgy for Commissioner Napierski to setup a general Montville EDC Facebook page to contain full read access and limited write access. Discussion: The page will be setup by the next Commission meeting. Voice Vote, 6-0, all in favor. Motion carried.

iii. Other sites (seCTER, personal domain option)

Communication with seCTER was discussed earlier by the Commission. Personal domain option was not discussed.

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

a. New Business Listing from Tiffany Williams of P&Z.

Chairman Hewitt asked that this agenda item be tabled next month. Councilor Rogers will obtain the listing and have it emailed for the next Commission meeting.

b. Communications Plan (In person, email, social media)

Chairman Hewitt reiterated that Commissioner Hewitt would be creating an EDC Facebook page. He also commented on the follow up letter to Forum attendees and a link for documents that he will prepare and setup for the new Forum in the spring. Mayor McDaniel will be contacted for a date for his annual meeting with the Commission.

- c. Updates to list
Councilor Rogers will obtain the list for review by the Commission.

9. Townspeople and Business Feedback

- a. Proposed Recipients for Business Recognition Award
Per discussion, the Commission proposed two (2) businesses for the recognition award.

Motion by Commissioner Butzgy; seconded by Commissioner Toner, to recognize Montville Hardware for the June EDC Business Recognition Award. Discussion: All awards will be tailored for the recipients. Voice Vote, 6-0, all in favor. Motion carried.

10. Report from Town Council Liaison

Town Councilor Rogers thanked Commissioner Butzgy for his family member's help with preparation last month's award that was done above board with Commission approval. He reported on the location of the American Red Cross at the Grist Mill Plaza and on the recognition award presented to Herb's Family Restaurant at last month's Town Council meeting. He urged the commissioners' to be present at these award ceremonies. Councilor McNally commented that the Town budget would be passed next week.

11. Remarks from the Public (3 Minute limit) -- None

12. Remarks from the Commissioners and Town Council Liaison -- None

13. Adjournment

Motion by Commissioner Quinn; seconded by Commissioner Butzgy to adjourn the meeting at 8:35 p.m. Discussion: none. Voice vote; 6-0; all in favor. Meeting adjourned.