

TOWN OF MONTVILLE
Economic Development Commission
Regular Meeting Agenda – June 21, 2021 – 7:00 p.m.
HYBRID MEETING

The Town of Montville EDC will be utilizing a hybrid GoToMeeting service and In Person Attendance for this meeting.

Please register to attend the meeting at:

<https://global.gotomeeting.com/join/504273557>

*After registering, you will receive a confirmation email
Containing information about joining the meeting.*

or by **telephone** or **VoIP**: +1 (571) 317-3122 at the time of the meeting.

Access Code: 504-273-557

On May 20, 2021, Governor Ned Lamont issued an Executive Order 7B suspending in-person open meeting requirements, and to hold such meetings or proceedings remotely by conference call, videoconference, or other technology. Additionally, In Person Attendance is allowed following proper masking and distancing protocols.

For all publicly broadcasted meetings, public comment on agenda items or topics in accordance with the Town charter may be submitted in writing in advance or by live audio via GoToMeeting.

Written comments must be emailed to the Town Clerks Office at townclerk@montville-ct.org at least **1 working day in advance (if the meeting is on a Monday the questions must be submitted by close of business the previous Friday).**

Written comments may not be read in their entirety, but rather similar messages may be aggregated or paraphrased for submission to the Economic Development Commission.

Live audio comments may be made via GoToMeeting by registering at the web address or calling from your telephone or computer mic & speakers (VoIP) noted above.

Comments will only be accepted at times designated for public comment by the Chair of the meeting. The Economic Development Rules of Procedure, decorum, timeliness and suitability shall be followed and enforced in the same manner as if the meeting were held in person.

1) Call to Order

Chairman Gillette called the meeting to order at 7:01 p.m.

2) Pledge of Allegiance

All stood and pledged the flag.

3) Roll Call

Present were Commissioners Sierra Davis, Walter Hewitt, Sheelagh Lapinski, Tom McCarthy, and Mickey Gillette. Also, present was Town Council Liaison Tim May. Absent were Commissioners Heather Harris and Christopher Napierski. A quorum was present.

4) Alterations to the Agenda -- *None*

5) Remarks from Marcia Vlaun, if available. – *Not present*

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

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

7) To Consider and Act on a Motion to approve:

i) The Minutes of the Regular Meeting of May 17, 2021.

Motion by Commissioner Davis; seconded by Commissioner McCarthy to approve Meeting Minutes of May 17, 2021. Discussion: None. Voice vote: 5-0, all in favor. Motion carried.

8) Unfinished Business

a) New Business Report

Chairman Gillette asked about feedback concerning the massage parlor issue. Town Councilor May reported an affirmative response from TARP that must be reviewed by the Town Attorney. The Commission does not want to be identified as singling out a business.

Chairman Gillette commented on the 2020 update of the business report he emailed to the Commission stating a newer version would not be available until October 2021. He suggested removing unwanted criteria from the report. The Commission spoke about using the data for mentorship and as an improvement tool for others as suggested by Commissioner Davis at a prior meeting. Ideas discussed by the Commission are as follows:

- Do we wait for a new businesses to ask for help or send a letter from the Commission? (Hewitt)

- A tag-along system as suggested by Commissioner Davis, similar to the WPCA Everbrite system once up and running for notifications to interested customers. (May)
- Is every business liable for tax? (Hewitt) Businesses must register with the Town Clerk if and LLC. (May) What about depreciation of equipment? (Davis)
- Forming a subcommittee to review the business report data. (Gillette) Identifying business types and subtypes. (Hewitt)
- Enclosing an EDC flyer with water and/or tax bills to generate interest. (Davis)
- Creating mailing labels for dispensing EDC communications. (May) If created by the Commission, it would be responsible for postage and mailing. A less costly way would be to include a blurb on the water and/or tax bill with a contact phone number to call for information. (Hewitt)
- To get new business, the Secretary of State has a good model that includes information on payroll and funding or should the Commission work and pay for it, a good initiative the Town Council would likely support. (May)
- Review the businesses listed on the report and determine how to contact them. (Gillette)
- Town businesses (875) on the list are mostly builders with a partial breakdown as follows: (1) Contractors/builders – 106, (2) Equipment – 185, (3) Apartment rooming houses – 18, (4) Alarm/security services – 8, (5) Doctors – 14, (6) Carpenters/welders – 15, and (7) Beauty salons/supplies services – 21. (Hewitt)

The Commission discussed ways to contact Town businesses. Commissioner Davis suggested the most efficient contact method as being email. Is it a requirement to provide an email when opening a new business was asked by Chairman Gillette. Commissioner Hewitt spoke of the Spam Act and care that must be given to communications by email and a means for the email recipient to opt out. The EDC web page and Facebook were options proposed by Town Councilor May.

How the Commission can target potential businesses for mentoring purposes was considered as follows:

- Some businesses are strictly skilled types such as laborers and landscapers. (McCarthy)
- Some people are great at doing certain things like financing and administrative jobs. (Davis)
- Preparing business paperwork, developing a program, how to reach out to people, forming a subcommittee. (May) The EDC brochure already contains that information. How do we let people know the EDC exists and can help them know/learn about business and determine the information they need? (Hewitt)
- Montville is considered a distressed community with respect to funding for community. (May) A town can submit a location to the State that ascribes it as 'distressed' based upon specific criteria and town regions. (Hewitt)

- Using a consultant to send out demographics and Facebook to dispense information to specific entities. (May) Define demographic targets and propose a budget. (Hewitt) The method can be used for a specific time period based upon need and a number of people can be reached for \$150. (Davis)
- People who attended the EDC Business Forum were contacted primarily through the Chamber of Commerce. (Hewitt)
- Ramping up the EDC web page and posting the meeting dates and agenda on Facebook. (Davis) Not many follow the EDC page and Commissioner Napierski manages the Facebook page. (Hewitt) The Commissioners should post to these sites. (Davis)
- Revisit this topic in a couple of months. (Gillette)

9) New Business -- *None*

10) Report from Town Council Liaison

Town Councilor May reported on the success of the Carnival and the unexpected number of people who attended, 4,000 on Saturday, June 19. Commissioner McCarthy suggested the EDC help with the event and said it would be good to have local businesses represented. Town Councilor May also suggested setting up an EDC booth at the event and reported on attending meetings concerning the Farmers Market. Commissioner Lapinski asked about conflicts with existing markets and the need for vendors. Town Counselor May responded to Commissioner Davis about the intent of the Parks and Recreation Commission to get land cleaned up in front of the pavilion for future use for car shows and other outings once established. Commissioners Davis and Lapinski spoke of the lack of bus routes and Route 32 as a better location for the market. Town Counselor May spoke of the lack of public restrooms and of Oakdale being the central area of town.

11) Remarks from the Public (3-minute limit)

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

12) Remarks from the Commissioners and Town Council Liaison

13) Commissioner McCarthy commented Mayor McDaniel does not post on Facebook and hiring someone for the EDC Facebook page. Commissioner Davis asked if there was an EDC email that dispersed to all of the commissioners. Commissioner Hewitt explained there is a distribution list and any email posts go to Commissioner Napierski (who is on vacation) who reviews them for approval. Commissioner Davis commented on setting up an EDC email through Gmail as it did not make sense commissioners did not have direct access to EDC email. Commissioner Lapinski commented on an item she brought before the Commission concerning a consulting agency, a leadership coach pro, to stimulate business in town. Commissioner Hewitt said he discussed the idea with Mayor McDaniel and then spoke about the history of the EDC blog which he maintains and the content needed for use. Commissioner Davis asked who was going to check a site that is not updated or manned. Commissioner Hewitt asked if

she was volunteering to create an EDC email address; Commissioner Davis said she was volunteering.

Town Counselor May asked about a Cracker Barrel enterprise; Commissioner Hewitt stated he sent information on the same to the Commissioners when it was originally discussed. Town Counselor May suggested the Commission determine what businesses can come to Montville and spoke of existing retail space, existing sewers but no water access, of the two (2) industrial parks. The lack of fire protection would be a deterrent for businesses. Commissioner Lapinski asked about property on Route 32. Town Counselor May responded most land on Route 32 is privately owned and the need for infrastructure requires a lot of resources and a lot of money. He asked, "Who is going to pay?"

14) Townspeople and Business Feedback

a) Proposed Recipients for Business Recognition Award

Commissioner McCarthy said this item was postponed until the fall and there was talk of presenting the award on a quarterly basis.

15) Adjournment

Motion by Commissioner Lapinski; seconded by Commissioner McCarthy to adjourn the meeting at 8:22 p.m. Discussion: None. Voice vote: 5-0, all in favor. Meeting adjourned. *Town Counselor May left the meeting at 8:20 p.m.*

**AN AUDIO RECORDING OF THE MEETING IS AVAILABLE ON THE
TOWN OF MONTVILLE WEBSITE.**