

Colchester Economic Development Commission
Tuesday June 17, 2019 7:00 p.m.
Colchester Town Hall, Room 2

Members Present: J. Walsh, M. Hinchliffe, B. Goldstein, B. Dennler, L Suarez, S. Nadeau BOF - A. Bisbikos
Absent: J. Dion, H. Perham, Town Planner, BOS - A. Shilosky, J. Faski - CBA

Others: none

1. Call to Order: J. Walsh called the meeting to order at 7:00 p.m.
2. Public Comments : NONE
3. Changes to the Agenda: adding to #5 New Business -a.1 - Historic Commission presentation of mock Way Finder sign.
4. Approval of the minutes from May 20, 2019: Motion to accept made by M. Hinchliffe, seconded by B. Dennler. All in favor. Minutes accepted.
5. New Business:

A. New Business -no report by Town Planner (absent), or First Selectman (absent)

1) Presentation of mockup of Way Finder sign to Historic Commission

Daphne Schaub, Asst Town Planner, reported the P&Z Committee looked favorably on Way Finder signs; to reduce unsightly sign overage. It was proposed for multiple locations. Sample had Historical Museum. Funding has not been addressed. An idea to charge businesses with a one-time fee for one sign is being developed. The purpose is to promote Tourism and local business. Maintenance of any sign could be an issue. Details are being developed. IDEA - window dressing contest winner will get a free sign.

The Historic Commission chair mentioned the section of the Interior Handbook, page 4 of the regulations and pg 16 - all signs in the historic district must be 100% wood, paint on wood. A wrought iron sign holder can also be used with a wooden sign. D. Schaub mentioned the clause that discusses "reasonable equivalent" to composition the HDC mentioned the proposal would have to be formally presented to them to include the filling out of a petition / permit, with the advantages of having such a sign vs NOT. The Commission's preference is for people to look at the buildings, not the signs. Businesses need to attract the eye. She also mentioned information on the reduction of other signs if the WF signs were installed. In general: the design of the sign, the size of the post, and the cap are "acceptable" informally. Questions to be answered: materials, height, size of letters, # of signs (fingers) per post. D. Schaub stated since she is assigned as liaison to both Commissions someone else must present to the HC. As the EDC endorses the concept of the signs, and facilitated the cooperative construction by the Bacon Academy woodworking class (to be consistent with the Welcome to Colchester signs), and all signs fall under the Planning Dept it was recommended someone from the Planning dept make the presentation. 15-30 days are needed to add the application / presentation to the agenda of the HC.

B. Elect Vice Chair - in accordance with the EDC bylaws the Commission shall elect Chairman and the Vice Chairman. Jean Walsh was nominated for Chair by B. Dennler, seconded by M. Hinchliffe, B. Dennler was nominated by J. Walsh, seconded by S. Nadeau. All in favor.

C. Assign News Release Writer - S. Nadeau

6. Old Business

A. Spread sheet discussion: "Business of the Month" program. The highlighting of one new business was discussed. B. Goldstein suggested the listing of newly registered businesses without pictures, and not highlighting one particular business. M. Hinchliffe suggested listing them with their logo if available, perhaps highlighting an existing business that has contributed to a charity, or has hit a milestone of being business. J Walsh will discuss any possible actions that could be taken, with the First Selectman for approval prior to starting the news releases. It was decided to NOT feature the Cato Corner Brewery by itself, at this time.

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Update on proposed projects: way finder sign proposal (see above) The EDC will look into putting a sign at the Airline Trail spur on Lebanon Ave which is outside the purview of the HC, and can be used as the standard for future WF signs.

CBA – will host CERC at their September meeting to discuss small business programs.

Triathlon – “Tri – Colchester” – B. Dennler reported he had not gotten any additional information, and had no new information to report.

Cluster Events – J. Walsh presented her idea of the EDC arranging promotional events by “cluster” – defined as a type of industry in town with multiple businesses to represent (ie.

Real Estate – Town has 15 real estate businesses; Restaurants – 10). After a short discussion the suggestion of hosting a HOME BUSINESS event to promote networking, and general business information re: expansion, tax credits, etc. This will promote the town and assist with the new, smaller businesses. J. Walsh will seek information on this, and what could be done to have such an event.

BOF A. Bisbikos –suggested we ask the First Selectman /Board of Selectman – what he / they see as the purpose / charge / expectations of the EDC are. B. Goldstein stated the EDC is a policy board. J. Walsh stated according to the State General Statutes the EDC is charged to work to promote business and industrial development in Colchester – which means it is to take actions necessary to develop plans necessary to foster the growth and enhancement of the Town of Colchester. Therefore J. Walsh recommend the continued efforts of the EDC to host, or promote activities, fairs, or events that would spotlight our town, and businesses.

B. Goldstein suggested the EDC members report their availability for the months of July and August, which could affect the quorum for these months. All members are to contact J. Walsh with their availability.

7. Adjournment Motion to adjourn at 8:05 pm made by B. Dennler, seconded B. Goldstein, all in favor.

Respectfully Submitted: Jean Walsh