

Colchester Economic Development Commission

Monday March 19, 2018, 7:00 PM

Colchester Town Hall Room 2

Members Present: J. Walsh, B. Fox, B. Goldstein, M. Hinchliffe and J. Dion

Members Absent: T. Falconi

Others Present: Town Planner R. Benson, BOF A. Bisbikos and Clerk J. Campbell

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1. **Call to Order:** J. Walsh called the meeting to order at 7:02 pm.
2. **Public Comments:** None
3. **Changes or Additions to the Agenda:** None
4. **Approval of Minutes:**
 - a. **February 20, 2018** M. Hinchliffe MOTIONED to approve the minutes of the 02-20-2018 meeting, SECONDED by B. Goldstein. B. Fox ABSTAINED. All other members present voted in favor. MOTION CARRIED.
5. **New Business:**
 - a. **Virtual Town Hall Presentation** – Our VTH representative was unable to attend. J. Walsh briefly went over the questions she asked him to provide answers for. There will be a presentation to the BOS on 5/3. A. Bisbikos suggested also meeting with the BOF. J. Walsh also looked into Civicplus which is a competitor to VTH. She is hoping to have pricing information available.
 - b. **New Businesses and Projects-First Selectman, Town Planner** – R. Benson stated that the Colchester Bakery property has sold. The new owners are looking to develop the back of the property. They are also talking about a land swap with the Karate Studio because they have issues with parking. 71-79 Linwood Avenue does not have any committed tenants at this point. Construction is set to begin in the spring. Soil testing is currently being done. A dentist is currently renovating a property down by the State Police. Down by the carwash on Amston Road, a day care is going in. R. Benson stated that he attended 2 recent sessions on EDC. He shared some goals and information from the sessions. He will be looking into a website, CTPRime, to hopefully be able to “advertise Colchester.”
 - c. **Facebook Account** – J. Walsh has been working with someone on a Facebook design for the EDC. She is looking to create a dummy site. J. Walsh stated that some of the things they are looking into is a no comment site. Any questions would be sent to the page administrator and not as a public post. This would comply with the town’s social media policy. Members agree the name should be Colchester Economic Development. B. Fox suggested using Instagram or LinkedIn as well.
 - d. **CBA Meeting** – M. Hinchliffe spoke to the CBA and received an application for the Tag Sale on the Green so that the EDC can hand out brochures.
 - e. **Colchester EDC Brochure** – J. Walsh put together a quick example of an EDC Brochure. Any members with feedback will direct it to Jean via email.
 - f. **Meeting w/ P&R** - J. Walsh would like to work with Recreation and create a Festival of some sort that would draw people to the town. She is asking for ideas. Some presented were Colchester Amazing Race, scavenger hunt, fishing competition, golf tournament, or a triathlon.

6. **Old Business:**

a. **Committee Reports:**

- i. **Sign Development – B. Fox/ J Walsh** B. Fox reported that money for a new sign is available and should be presented at the next meeting. Within approx. 2 weeks after that, a sign should be ready. This sign will be put at Lake Hayward Road and Route 85.
- ii. **Airline trail map** – The town received approval for a street light to be added to the Lebanon Avenue spur of the Airline Trail. This should help deter some of the illegal night time activity that goes on in the parking lot. Potentially the light should be up within the next month. The bike shop has a sign were they are willing to post a “You are Here” sign on, and that would be more visible than the small sign currently in place.
- iii. **Spread sheet discussion - J. Walsh** reported the statistics of the building permits and trade names for the 2017 year.
- iv. **Member info update** – new member was not present to update his information.
- v. **Feedback to Daphne re: sign regs** – A kiosk/wayfarer sign is being worked on to be posted by Noels. M. Hinchliffe suggested the small parking lot in front of CVS might be a better area. M. Hinchliffe stated that he and J. Walsh will be attending a Small Business Forum in Montville. It is open to everyone. B. Fox suggested getting a quote from the INCORD Company to add to the brochure.

7. **Adjournment:** B. Fox MOTIONED to adjourn the meeting at 8:00 pm, SECONDED by M. Hinchliffe. All members present voted in favor. MOTION CARRIED.

Respectfully Submitted,

Joanie Campbell, Clerk