

Somers Economic Development Commission

Meeting Minutes of 3/6/2018

1. Call to Order: Ms. Clark called the meeting to order at 7:02 P.M. EDC members present: Vicki Clark, Rick Ritacco and Sarah Maskill. Invited guests present: Kathy Devlin, Brad Pellisser and Sadie Colcord. Community members present: Linda Louisa LaCasse. Ms. LaCasse video recorded the meeting.
2. Minutes: Mr. Ritacco made a motion to accept the minutes of the 2/5/18 meeting. Ms. Clark seconded the motion and the motion passed 3-0.
3. Correspondence: Ms. Clark reported no correspondence.
4. Old Business
 - a) Directory Updates/Intern
 - i. Ms. Clark reports that an intern has not been identified and the posting is still active.
 - b) Web Site/Town App Training
 - i. Set Training Date/Time: Ms. Clark is scheduling training.
 - c) Social Media Updates
 - i. Mr. Ritacco shared key metrics of social media analysis, and led a discussion of what drives social media traffic. Mr. David Marti (EDC member) joined the meeting.
 - d) Town Center Development Progress Report
 - i. Ms. Devlin reports the CT DOT will soon begin working on traffic flow and light improvements for an 18-month period. Ms. Devlin reports that Zoning is updating their zoning regulations, including the town center area, in their review and revision plans.
 - e) Joint Meeting Updates
 - i. Tabled
5. Mill Site Updates
 - a) Mr. Pellisser is the Chairman of the Mill Advisory Committee. He detailed several of their recommendations, including: improving the flood plain area on the Route 190 side, seeking developers willing to work in the style of the original mill design, connecting trails, and walkable/bikable areas. The area is a planned development district, which provides increased zoning flexibility to suit a wider variety of development proposals.
 - b) Ms. Colcord works at CERC. She reports that CERC is seeking funding for improvements, to mitigate flood plain concerns. CERC is also creating marketing materials, listing the site on commercial websites, organizing groups of commercial realtors and developers to review the site, speaking with local developers, using a market feasibility study to produce a best-use-of-site report, and issue a RFP if necessary.
 - c) Ms. Devlin reports working with multiple parties to create a unified vision for the character and future look of town. She led a discussion regarding the development of Avon and current developments in Windsor. She also referenced the need for more income bearing property in Somers, in light of expected decreases in state funding.
6. New Business
 - a) Ribbon Cutting – The Humble Fox: Ms. Clark is planning a ribbon cutting, possibly on 4/28/18.
 - b) EDC Business Card proposal/pricing – Ms. Clark made a motion for Ms. Maskill and Mr. Marti to design and print an EDC business card. Mr. Marti seconded the motion, and the motion passed 4-0.

- c) Business Questionnaire Programming Project – Mr. Ritacco requests questions/revisions from EDC members, to finalize the questionnaire at the next meeting.
 - d) Communication Seminar Project: Ms. Clark reported speaking with a communications expert regarding a public seminar for local businesses, perhaps in the fall.
 - e) New Businesses in Somers: Ms. Clark reviewed the list of new businesses since 10/2/17. Ms. Maskill will begin to reach out to these businesses.
7. Chairman's Comments: Ms. Clark reports that Mr. Cheney will chair the April meeting.
8. Adjournment: A motion to adjourn the EDC meeting was made by Ms. Clark and seconded by Ms. Maskill. The motion carried 4-0 and the meeting was adjourned at 8:13.

Respectfully submitted,
Sarah Maskill

Minutes are not official until approved at a subsequent meeting.