

# Somers Economic Development Commission Meeting Minutes of 4/2/2018

1. Call to Order: Mr. Cheney called the meeting to order at 7:00 P.M. EDC members present: Rick Cheney, Dave Marti, Rick Ritacco (by video conference), Pam Belisle, and Sarah Maskill. Community members present: Dr. Paul Salva.
2. Minutes: Mr. Marti made a motion to accept the minutes of the 3/6/18 meeting. Mr. Ritacco seconded the motion and the motion passed 4-0-1 (1 abstention).
3. Welcome New Members: Pam Belisle and Michelle Young!
4. Correspondence: Mr. Cheney reports no correspondence received. Ms. Clark joined the meeting at 7:06.
5. Old Business
  - a) Directory App/Town Website Training
    - i. Ms. Clark reports that training dates are in process.
  - b) EDC Business Cards Proposal/Pricing
    - i. Mr. Marti provided a proof of EDC business cards. Several updates were suggested; Mr. Marti will bring an updated proof to the next meeting.
  - c) Social Media Status Report
    - i. Ms. Clark reports continued FB posts and interaction.
  - d) 2017-2018 Business Directory Progress Report
    - i. Mr. Cheney discussed a physical and/or digital publication. A Directory Coordinator applicant has been located. Ms. Clark made a motion to extend a contract of work to the applicant and invite her to the next meeting. Ms. Belisle seconded the motion and the motion passed 6-0.
  - e) Strategic Town Development Proposal
    - i. Mr. Cheney reports that the town development proposal continues to advance through several town departments.
  - f) Ribbon Cutting – Humble Fox – April 28
    - i. Ms. Clark reports a ribbon cutting on April 28.
  - g) Business Questionnaire programming project
    - i. Mr. Ritacco requests additional input on the formulation of questions from EDC members, to be finalized at the next meeting.
  - h) Communication Seminar Project
    - i. Ms. Clark will send a directory of courses available, so a topic can be finalized for an EDC-hosted business seminar.
6. New Business
  - a) New Town Business Report
    - i. Ms. Clark reports no new trade name certificates filed with the town. Ms. Maskill reports contact with 7 of 9 businesses that have filed trade certificates with the town since October 2017. Ms. Maskill made a motion to formulate an introduction brochure to be used in business canvassing efforts, with Ms. Maskill to develop the content and Mr. Marti to improve it. Ms. Clark seconded the motion, and the motion passed 6-0.
  - b) Paul Salva – Somers Education Foundation
    - i. Dr. Salva provided information regarding the Somers Education Foundation, their grant and fundraising processes, and their endowment model (most foundations are raise-and-spend). Dr. Salva provided further details about their successful fundraising initiatives, including the Geissler's receipt program, participation in

the Amazon Smile program, and the BrewFest event, as well as numerous gifts to schools made possible by these initiatives. Ms. Maskill made a motion to increase EDC FB posting/reposting regarding the SEF, and to create a letter to business owners describing opportunities for contributing to the SEF. Ms. Maskill will create a draft, to be improved with Dr. Salva, for review at the next EDC meeting. The motion was seconded by Ms. Clark, and the motion passed 6-0.

c) Mr. Marti made a motion for this slate of officers:

- i. EDC Chairman                 Rick Cheney
- ii. EDC Vice Chairman       Vicki Clark
- iii. EDC Secretary             Sarah Maskill

Ms. Belisle seconded the motion, and the motion passed 6-0.

7. Chairman's Comments: Mr. Cheney welcomes Ms. Belisle.

8. Adjournment: A motion to adjourn the EDC meeting was made by Ms. Maskill and seconded by Mr. Marti. The motion carried 6-0 and the meeting was adjourned at 8:37.

Respectfully submitted,  
Sarah Maskill

*Minutes are not official until approved at a subsequent meeting.*