ECONOMIC DEVELOPMENT COMMISSION
Meeting Minutes

Monday, April 1, 2019 – 7:00 p.m.
Somers Town Hall – Lower Level

1. Call to Order @ 7:07 pm. Economic Development Commission (EDC) Members present: Vicki, Clark, Dave Marti, Pam Belisle, Beth Frechette and Guest Jackie Nappo representing the *Journal Inquirer*. Missing – James O'Hearn

2. Minutes: Dave Marti made a motion to accept the February minutes as they were submitted, Vicki Clark seconded, motion passed. The documentation of the meeting minutes must include the note below for current and future meetings.

   Note: Meeting Minutes are not Official until Approved at a Subsequent Meeting.

3. Members – Beth Frechette and James O'Hearn have joined the EDC. Beth Frechette had been elected at a prior meeting to be Secretary once her Commission was approved.

4. Correspondence -
   The EDC received an email from Chris Boucher - Recreation Director, Somers, CT. His committee is working on a splash pad to be placed on the Recreation Grounds in Somers. He wanted to review business directory for use by his committee's work.

5. Old Business
   a. EDC Marketing Materials –
      i. Until the full membership of the EDC in complete, Dave will publish a small run of EDC brochures. Dave will also order Lucite brochure holders to hold the brochures when placed around town.
   b. Social Media Status Report –
      i. The commission determined to utilized Facebook, Instagram, and Twitter for our marketing utilization.
      ii. Social media report – EDC needs more members to join our Facebook page and follow our news. We will more information regarding the committee and the upcoming directory. Businesses will be showcased in our social media posting. Beth has been added as an admin and will look at other Somers posts to get some input to our utilization and posting.
   c. 2019 Business Directory Progress Report –
      i. Review of list and ads - In order to avoid retyping the document, Vicki will provide Dave with the Google Doc for to see if it can be transferred from a PDF to a usable document and Vicki will reach out to printer - Future editions would be virtual.

ii. Discuss next steps: The EDC will plan a reveal party similar to the one we completed last time (at Joanna's). Vicki will also contact the intern we used from SHS to get additional support.

d. Strategic Town Development –
   i. Mill Site – The town has received a proposal from a company to recreate 60 until apartment complex with mixed use, commercial on the bottom. All traffic will go through Quality Avenue. One or two apartment units will be affordable rental housing. Health Center and Restaurant will also be examined for a possible fit. The process is progressing by the town and the vendor before finalization occurs.
   ii. Hillsdale College - The presentation to the town zoning board will be scheduled in the future. Hillsdale would have to go to the Town Hall to go to zoning to approve a special use permit. The commission discussed the next steps that would need to occur, including getting final facts on the proposal and impact of this project

6. New Business
   a. New Businesses Report – Updates were provided regarding new businesses in Somers.
   b. Business After Hours/2019 Projects and Goals
      i. Reveal the Directory in September/Fall
         1. Business After Hours - create a quarterly event for 2019-2020 following the Reveal of the Directory, held at various business locations in Somers. Tentative topics include:
            a. Social Media Education, online business, how you mix brick and mortar and online – Pam to investigate this topic
            b. Gaining public speaking/presence – Beth will put together a proposal for this topic
            c. Possible Virtual home show
            d. Partnership with the music series with businesses providing a peek at their products (including food) – we will speak with the Cultural Commission - Ann Levesque;
            e. Partner with other events in Somers, ex. Opening of new splash pad.
      ii. Somers Connection - Quarterly – question if there might be space available for the economic development events in this publication. Vicki will see if she can find additional information about the next printing.

7. Vice-Chairman's Comments - Next meeting will be held on Monday, May 6th at the Somers Town Hall. The agenda will include goals for the directory, review of meeting dates for 2019.

8. Adjournment 8:02 p.m.

Beth Frechette, Secretary, Somers Economic Development Commission