



Town of Somers
Economic Development Commission
Meeting Minutes

DATE & TIME Wednesday, 2023, October 25, 6:05 pm

LOCATION: Town Hall, Auditorium

Attendees: Jim O’Hearn, Ann Levesque, Karen Murdoch, Melissa Zelek, Matthew Beggs

1. Call to Order 6:02 pm
2. Review and Approval of Past Meeting Minutes
 - a. Approval of 9/27/22 Meeting Minutes Complete
3. Correspondence
 - a. No new update on email or Facebook
 - b. Katherine Mashiak (Kassandra) from “Kassandra Herbs - It’s About Thyme” visited the EDC meeting on behalf of their group of small business shops. They are interested in working together with the EDC to promote small businesses in Somers. They are working on a brochure and map and are interested in joint advertising.
4. Old Business
 - a. Directory Update – No new update
 - b. Shuttle Advertising – DOT prefers adhesive signs over rails. Tod Roland to contact DOT and get better information
 - c. Newspaper Publicity – a half page article appeared in the Reminder “Somers: This hidden commercial hub is revealed”; in the north Central News, 20 Somers businesses were named “Best Of” in the North Central area
 - d. Budget – the EDC budget was approved by the Board of Selectment
 - e. Business of the Month – the first Business of the Month plaque was presented to Growers Direct. Press releases sent to various publications. Nomination requests being sent out.
 - f. Small Business Saturday – yard signs are being prepared to advertise SBS. Looking at possibility of coffee and/or ice cream at central locations in town where the shuttle will stop. Business must offer discount on Saturday to be part of shuttle route.
5. New Business
 - a. Presentation to BOS – Jim presented to the Selectmen a summary of what EDC has done this year
 - b. Tree lighting – members discussed whether EDC should get involved with Tree lighting, does it make sense to promote businesses that are open that evening
 - c. Ribbon Cuttings – none
 - d. Business Issues – none brought up
6. Next Agenda
 - a. Next meeting Thursday, Nov 16
 - b. Discuss Small Business Saturday
7. Adjournment 7:26 pm

Minutes are not Official until Approved at a Subsequent Meeting