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Stafford Economic Development Commission
Regular Meeting
Veterans Room, Town Hall
February 7, 2017, 6:30 PM


TOWN CLERK

1. Call meeting to order and establish a quorum.
A quorum was established and the meeting was called to order at 6:35pm by Chairman Andra Smith. Present were members Stephen Squire, Michael Pifer, Sal Titus and Andra Smith. Members Peter Kovaleski, Bruce Cartier and Dan Burnett-Pollock were absent. There were no members of the public in attendance.
2. Review minutes from meetings of 1/3/17.
By motion of Mr. Pifer, seconded by Mrs. Smith, the Commission unanimously approved the meeting minutes from 1/3/17.
3. Discuss progress with business questionnaire.
 - a) The Commission will review further and propose "longer term" solutions at the next regular meeting – this is ongoing and since Mr. Titus just learned about it, he will review the survey results for the first time and make any suggestions he thinks of at the next meeting as well.
 - b) Go over implementation of "quick win" ideas.
Better EDC communications – possibly do a quarterly EDC newsletter (rotating each member) to write an article feature town businesses and activities to do in Stafford. Put it on the website, release through the town email alerts and see if Local Magazine or North Central News will run the little article. Mr. Burnett-Pollock was absent from the meeting, so the Commission tabled discussing whether Local and/or North Central would be interested in publishing it.
Stafford Garden Committee support - Mr. Squire reported back that he spoke with the Committee to let them know that if there is anything the EDC can do to support them to keep the downtown area looking wonderful, the Commission would love to know about it. The SGC will do that.
 - c) Adding full business answers into Survey Monkey. – Mr. Cartier was absent from the meeting, so this is tabled until next meeting. Mrs. Smith will login to Survey Monkey and see if they have been entered, so she can print out the analysis of results for next meeting if they have been entered.
4. Tax Incentive Ordinance Adoption – Mr. Squire reported that he had many revisions, so he needed a little more time. Next meeting, he will just bring in what he has so far (even if not complete) so everyone can review the draft and provide comments sooner than later since it was discussed that his is something the town really needs. Many other towns already have such an ordinance, and this puts Stafford at a disadvantage for getting and keeping businesses.

5. Update from the Stafford Arts Society about the calendar of events. – Mr. Squire has to wait until the SAS has a meeting before he can go over this with them (the SAS meeting was cancelled due to weather). The Commission discussed posting the calendar as a “scan” on the EDC website. The Commission also discussed making sure the calendar had all the town events (e.g. Summerfest, Trick-or-Treat on Main, Winterfest). Mr. Titus to reach out to Dianne at SAS to make sure those town events get added.
6. Go over any findings from Mr. Burnett-Pollock and Mr. Squire regarding whether any videographers are interested in doing a video and what the cost would be. – Mr. Squire reported that he spoke with Jeremy White and he would be available/willing to work on such a project. Mr. Squire will follow up with him to get rates and a sample of his work. The Commission discussed ideas about the video such as making sure it had footage of Summerfest, Trick-or-Treat on Main, Winterfest, various businesses, the bustling downtown on weekends. The Commission also discussed getting corporate sponsorship via advertisements from local businesses to offset the cost of the video if needed.
7. Go over whether the Downtown Business Association is meeting and if they have any needs the EDC can assist with. – This is tabled until Mr. Burnett-Pollock is available.
8. Status update on reaching out to the Regional Economic Development Commission re: building a 5 or 10 year town economic development plan. Goal is to get their information, tips and template plans. – Mr. Titus is going to take this over and look through his files and reach out to the REDC to try to pick this up again.
9. New Matters.
 - a. Business Packets for existing and new businesses to promote current businesses via coupons and offerings they have for each other. - Mr. Titus to find old records on this so the Commission can pick this up again.
 - b. Business Award and Meet & Greet: the Commission discussed holding this once a year again because (a) the EDC needs a time to recognize businesses that help our town (e.g. Eaglemart for the parking lot, etc.), (b) the EDC wants to give them a chance to network with each other to come up with growth opportunities, and (c) the EDC wants to have 1 event where we thank the current businesses (not just always asking them for help).
 - c. EDC Budget – Mrs. Smith to inquire whether the budget was approved.
10. Adjournment.

Upon motion of Mr. Piper and seconded by Mr. Squire, the Commission unanimously agreed to adjourn. Motion carried and the meeting adjourned at 7:35pm.

Respectfully submitted,

