

**GUILFORD
Economic Development Commission
MINUTES**

November 3, 2020

8:00 A.M.

**Due to the Coronavirus 19 pandemic, Town meetings are held
Online via Zoom.com go to [www.http//ci.guilford.ct.us](http://ci.guilford.ct.us)**

Commissioners: Chair Mark Wasserman, Amy Earls, Michael Meisel, Wendy Dockray,
J.P. Sullivan, Damian Gunningsmith, Vice Chair Ted Sands(8:10)

Absent: Dave Egan (Alt), Tracy Brent Calafiore (Alt)

Town Officials: Sheri Cote, Interim Economic Development Coordinator and Shoreline Chamber of
Commerce president.

Guests: Karen Stephens, past EDC member

1. Communication and Public Forum (limited to 5 minutes) / Call to Order

At 8:03 am, Chair Mark Wasserman called to order the regular meeting. All seven Regular Members were present with no Alternates.

Chair Wasserman welcomed guest Karen Stephens, who advised that she had last been an EDC commissioner in 2004 and was interested in returning to civic service.

2. Guest Speaker - None

3. Approval of October 2020 Minutes

Upon review,

Motion: Wendy Dockray moved to approve the October 2020 minutes as amended, seconded by Michael Meisel

*Vote: Carried – Mark Wasserman, Amy Earls, J.P. Sullivan, Michael Meisel, Wendy Dockray
Abstained : Damian Gunningsmith (October absence)*

(Ted Sands arrived)

4. Economic Development Coordinator's Report

Interim Economic Development Coordinator, Sheri Cote reported October was busy, including yet not limited to, supporting the Tax Incentives program and the Signage project. She met with the Green Merchants' Association (along the Town Green) who have \$3,500 towards decorating The Green with Christmas lights. She will contact Parks & Recreation Dir. Rick Maynard to coordinate community holiday plans on The Green. American Express filmed a TV commercial with merchants.

Additionally,

- **The Greater New Haven Chamber of Commerce* held their annual meeting virtually with videos from participants. First Selectman Matt Hoey and Ms. Cote produced a video on Guilford's pandemic resilience, which was the first video shown by the New Haven Chamber.
- **Metro Pooch* has now reopened at a new larger location.
- *EDC now has an "*Guilford Economic Development & Tourism*" Facebook page. She invited her contacts to follow including eastern CT.
- *Sheri is working with a person on permit applications for a Farm Winery on Little Meadow Road.
- *She has been contacting businesses to connect on their status and activities.
- *Owner of *Ballou's Restaurant* is pursuing permits for an outdoor dining pavillon.
- *Some eateries are using the term "B.Y.O.B" with a new meaning "Bring Your Own Blanket" for outdoor dining.

5. Chamber of Commerce

As Chamber President Sheri Cote reported, yet not limited to :

- *The Shoreline Chamber of Commerce hosted a virtual Candidates Forum with Madison and Greater New Haven Chambers. A video is available to view.
- **Women of Excellence Award* event was held virtually.
- *Outdoor Webinar "*Presidential Elections and Investing*" was held on The Green by Edward Jones investment firm.
- *Published the Chamber business directory found at several locations.
- *Working on a 2021 Plan for the Chamber.
- *Supporting *Small Business Saturday* providing a Tool Kit of information on marketing and discounts.
- *Online *Virtual Networking* continues.
- **CT Dept. of Economic & Community Development (DECD)* offer \$5,000 grants. The department will educate the Chambers of Commerce on how to assist businesses with the application process.

6. Chairman's Report

Chair Wasserman had no new information to report.

7. Subcommittees

Signage

Michael Meisel and Wendy Dockray reported :

- *They had researched the *Foundation Center* website for funding resources for the *Welcome to Guilford* signage project. The Center focuses on Heritage Tourism and Economic Development.
- *The "town wide" committee agreed to installing the six signs if funding was secured and sponsors are not listed on the signs. Approximately, \$60,000 is needed to create and install the signs.
- *Dave Egan is also on the Signage subcommittee.

Chair Wasserman expressed appreciation to the subcommittee for their work on this project.

Economic Development Incentives

Amy Earls reported that, after submitting EDC recommendations to the Board of Selectmen, the Tax Incentives Subcommittee (Amy, Damian, Michael and J.P.) is waiting for the response from First Selectman Hoey.

Chair Wasserman expressed appreciation to the subcommittee for their work on recommendations.

8. New Business

Chair Wasserman reported that he and Tracy Brent Calafiore had recommended to First Selectman Hoey that in lieu of the canceled Annual Christmas Tree Lighting event that a "Drive-By" event could be a replacement. A FM radio station can be transmitted and virtual live stream for people to hear and see. Interim EDC Coordinator Sheri Cote will contact Parks and Recreation Dir. Rick Maynard to suggest. She will coordinate with Rick all the events for that day and evening, Friday December 4.

9. Old Business

Business Holiday Window Decoration

Amy Earls reported on the plans for a "Business Holiday Window Decoration Contest". Fifteen merchants will donate gift card prizes for a random drawing after people post online photos of their favorite holiday window decorations.

10. Approval of Bills

Motion: Ted Sands moved to approve the Recording Secretary September invoice for \$53.25, seconded by Wendy Dockray.

Vote: Carried – Unanimously

11. Adjournment

Motion: At 8:42 a.m., Ted Sands moved to adjourn the meeting, seconded by J.P. Sullivan.

Vote: Carried – Unanimously

Respectfully Submitted,

Judith Anderson Castellano