

**GUILFORD**  
**Economic Development Commission**  
**DRAFT MINUTES**

**June 1, 2021**

**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,  
Dave Egan, Beth Brause (Alt), Tracy Brent Calafiore (Alt),

Absent: Karen Stephens (Alt), J.P. Sullivan, Damian Gunningsmith

Town Officials: First Selectman Matt Hoey (arrived 8:10)  
Sheri Cote, Interim Economic Development Coordinator

Guests: Ellen Carucci, Program Director, Shoreline Chamber of Commerce

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

At 8:02 am, Chair Mark Wasserman called to order the regular meeting. The Chair and four Regular members were present for a quorum. Two Alternates were seated to vote.

There were no Public Forum comments.

**2. Guest Speaker – None**

**3. Approval of May 4, 2021 minutes**

Upon review,

*Motion: Wendy Dockray moved to approve the May minutes, as amended, seconded by Dave Egan.*

*Vote: Carried - Amy Earls, Michael Meisel, Wendy Dockray, Dave Egan, Beth Brause, Tracy Brent Calafiore*

**4. Economic Development Coordinator's Report**

Chair Mark Wasserman had emailed Interim Economic Development Coordinator, Sheri Cote's monthly report prior to this meeting (see report). Sheri addressed questions on providing resource information to local businesses, tourism efforts and is waiting for results of a survey she distributed to businesses.

## 5. Shoreline Chamber of Commerce

Chamber Program Director Ellen Carucci reported, on webinars and online events, training and support for business owners and financial assistance programs, including yet not limited to:

- \*Chamber is promoting the June 17, 8:30 am, online State of the Town presentation by First Selectman Matt Hoey. She will send a link to register to attend.
- \*Chamber is inviting businesses to sign up for the Shoreline CT Tourism Campaign. This will invite Connecticut residents and tourists from the surrounding states. Websites, social media and events are included.
- \*New programs are available for under served communities. The Small Business Association has created the Community Navigator Program for local civic organizations to receive grants and identify businesses in need of aid.
- \*On May 26, 12 pm, the first Netwalking meeting (instead of Zoom) took place at 2614 Boston Post Rd, Gateway West, Guilford Chamber offices. The next will be June 23.

## 6. Chairman's Report

Chair Mark Wasserman reported that he had attended the International Economic Development Commission meeting. Broadband expansion was the main topic of discussion. Mark will be meeting with E.D.Coordinator Sheri Cote and First Selectman Matt Hoey to review the information including ways to acquire municipal broadband. The Town, with EDC, support could encourage existing telecommunication companies to expand their fiber optics in Guilford, thus providing options for residents.

## 7. Subcommittees

### Signage

Michael Meisel reported that the Welcome to Guilford signage total donations are now around \$26,000. The budget is \$45,000. Additional donations are expected from Guilford Foundation, Rotary Club and other sources.

Autografix is close to completing the first two signs, which will last approximately twenty-five years. Barron's Home Improvements has been hired to install a hardscape below each sign. The cost is \$1,750 for the first two signs. Michael Meisel had contacted the Dept of Transportation (DOT) representative, regarding the original plan, who agreed to a modification which saved on the cost. The hardscapes will meet the DOT requirement to maintain the area surrounding the exit ramps.

These signs will attract people to local businesses and stimulate Heritage Tourism. News articles will announce a ribbon cutting. EDC members, Town officials and others will be present. This will also encourage further donations.

Discussion was held on whether to hold the next meeting in person or on Zoom.com. The Town will provide technology at in person meetings for those attending by Zoom. Present members offered their choices. Chair Wasserman will contact absent members before making a decision and notify all commissioners.

**8. New Business**                      There was no discussion.

**9. Old Business**                      There was no discussion.

**10. Approval of Bills**

*Motion: Michael Meisel moved to approve the Recording Secretary April invoice for \$88.75, seconded by Wendy Dockray.*

*Vote: Carried – Unanimously*

**11. Adjournment**

*Motion: At 8:32 a.m., Beth Brause moved to adjourn the meeting, seconded by Wendy Dockray.*

*Vote: Carried – Unanimously*

Respectfully Submitted,

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*Judith Anderson Castellano*