

**GUILFORD**  
**Economic Development Commission**  
**DRAFT MINUTES**  
**September 14, 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, Wendy Dockray, Dave Egan, J.P. Sullivan,  
Michael Meisel, Beth Brause (Alt), Karen Stephens (Alt)

Absent: Damian Gunningsmith

Town Officials: Sheri Cote, 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 8:04 am, Chair Mark Wasserman called to order the special meeting. The Chair and five Regular members were present for a quorum. Two Alternates were seated to vote.

There was no one present from the Public.

**2. Discussion on designating funds from American Rescue Plan**

Economic Development Coordinator Sheri Cote reviewed a list of proposed concepts to fund through the federal American Rescue Plan program. First Selectman Matt Hoey requested EDC support for the concepts. Guilford will receive \$6,500,000 which must be designated by 2024-2026. Town departments that meet the Plan criteria will submit requests to the Board of Selectmen for approval.

**Annual Christmas Tree Lighting**

Coor. Cote advised that Parks and Recreation Dir. Rick Maynard had submitted a quote of \$2,800 to replace the lights for the Annual Town Christmas Tree on The Green. There are no electrical outlet poles.

It was decided that EDC with discuss further including the cost of installing electrical outlet poles.

### **Digital Advertising Campaign Website**

Coor. Cote advised that the Digital Advertising Campaign website could be done in 2022 spring through summer for approximately \$60,000. Sheri will review the Milford website as an example.

### **Welcome to Guilford Signs**

Wendy Dockray reported that two of the six new Welcome to Guilford signs have been installed. Funds are needed to complete the EDC project including local business way-finding signs.

Michael Meisel reported that additional funding includes hardscapes, which has cost \$6,800 for Exits 59 north and south and will be done this month.

Discussion reviewed the costs for the entire sign project with approximately \$17,000 to \$20,000 needed to complete it. Michael Meisel will provide a report on details of the design to review at the October EDC meeting.

### **Guilford Performing Arts Festival and Guilford Fair Parade**

The nonprofit Guilford Performing Arts Festival could be provided with \$5,000 to assist with their event. The nonprofit Guilford Agricultural Fair Association could be provided \$2,500 toward the annual Citizens' Day Parade.

### **Visit Guilford Website**

Discussion reviewed the concept for a *Visit Guilford* website for all local businesses and nonprofits. It will cost approximately \$15,000. The nonprofit Guilford Preservation Alliance (GPA) has a website at their tourism information kiosk, next to the Nathanael Greene Community Center. It is not connected to the internet and local businesses pay a fee to advertise.

EDC funding suggestions include, yet not limited to:

- \*support GPA with funds toward the operating costs
- \*provide a free App for a Town tourism website to include local history, events, etc.
- \*add QR codes in storefront and business windows

Discussion was held on the cost of adding tourism, local history, business information and the advertising campaign to the current Town of Guilford website.

### **Beautification Grants for Local Businesses**

Discussion was held on the concept to provide 25 local businesses with \$1,000 grants to physically enhance the exterior of their locations. This could include lighting, window décor, exterior fascade, and more.

It was decided that further discussion is needed, including potential design details and the cost to hire a designer.

EDC will discuss the concepts further and offer recommendations to Coor. Cote and the Board of Selectmen.

*Motion: Michael Meisel moved that EDC support the concepts presented by Econ. Dev. Coordinator Sheri Cote, seconded by Dave Egan.*

*Vote: Carried – Unanimously*

### **4. Adjournment**

*Motion: At 8:40 a.m., Dave Egan moved to adjourn the meeting, seconded by Karen Stephens (Alt).*

*Vote: Carried – Unanimously*

Respectfully Submitted,

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*Judith Anderson Castellano*