

WEBVTT

1

00:03:20.040 --> 00:03:21.720

Guilford Host1: Good morning Judy good morning Sydney.

2

00:03:23.010 --> 00:03:23.490

Sydney Cunningham: Are you.

3

00:03:25.380 --> 00:03:26.130

Guilford Host1: Good how are you.

4

00:03:29.490 --> 00:03:32.310

Guilford Host1: i'm trying to find my agenda for this morning.

5

00:03:34.830 --> 00:03:35.160

Guilford Host1: yeah.

6

00:03:35.580 --> 00:03:37.170

Judy Castellano: To do that, to see.

7

00:04:30.120 --> 00:04:36.150

Judy Castellano: So, mark you have did you get my messages and all that stuff this morning it's late but.

8

00:04:37.800 --> 00:04:40.320

Guilford Host1: The with you and Mike yes.

9

00:04:40.800 --> 00:04:43.470

Judy Castellano: And I also sent one to everyone, it was.

10

00:04:43.920 --> 00:04:44.370

Guilford Host1: I saw it.

11

00:04:44.940 --> 00:04:45.840

Judy Castellano: yeah I.

12

00:04:47.280 --> 00:05:01.860

Judy Castellano: yeah I just realized too, though, that chasing chasing I made a mistake with the you have actually for i've never heard of it, but you have for alternates, which is a lot of people, but you never have a that means you always have a quorum, no matter what.

13

00:05:03.210 --> 00:05:08.700

Judy Castellano: It doesn't matter how many people are absent because you're never going to have four people so anyway.

14

00:05:09.810 --> 00:05:10.050

Guilford Host1: well.

15

00:05:10.590 --> 00:05:11.760

Judy Castellano: I you know I.

16

00:05:12.300 --> 00:05:16.080

Judy Castellano: Never that's true that's true you go to people you, and some people.

17

00:05:17.100 --> 00:05:17.400

Judy Castellano: But.

18

00:05:19.020 --> 00:05:26.760

Judy Castellano: Anyway, there's four and this new person beth is she she must be an alternate thing because you already have seven members.

19

00:05:28.830 --> 00:05:31.680

Judy Castellano: I should be places somebody as an old you know.

20

00:05:32.280 --> 00:05:34.080

Guilford Host1: beth beth is an alternate.

21

00:05:34.980 --> 00:05:37.500

Judy Castellano: Okay, I just want to make sure I get the right.

22

00:05:39.780 --> 00:05:41.190

Judy Castellano: it's confusing here.

23

00:05:42.600 --> 00:05:45.870

Guilford Host1: With all the first week we're getting will get too confusing later in the.

24

00:05:55.920 --> 00:05:56.490

iPhone: morning.

25

00:05:59.430 --> 00:06:03.240

Guilford Host1: How you doing good morning good morning Mike good morning amy good morning.

26

00:06:05.040 --> 00:06:06.600

Guilford Host1: Good I miss Good morning, Nicole.

27

00:06:08.190 --> 00:06:10.080

Wendy Dockray: i'm here good morning.

28

00:06:11.970 --> 00:06:12.900

Guilford Host1: Good morning, women.

29

00:06:22.800 --> 00:06:23.940

Guilford Host1: morning Tracy.

30

00:06:24.300 --> 00:06:25.050

tracy Brent: Good morning.

31

00:06:28.440 --> 00:06:29.850

tracy Brent: I read the first ones here.

32

00:06:30.810 --> 00:06:31.770

Guilford Host1: Now everyone's here.

33

00:06:32.160 --> 00:06:33.690

tracy Brent: everyone's here, I can only see you.

34

00:06:34.080 --> 00:06:38.160

Guilford Host1: upper right hand corner click on the view menu select gallery view.

35

00:06:39.330 --> 00:06:39.960

tracy Brent: Thank you.

36

00:06:40.740 --> 00:06:41.340

tracy Brent: Good morning.

37

00:06:42.000 --> 00:06:43.020

OPS right arnie.

38

00:06:47.250 --> 00:06:55.020

Guilford Host1: I had a hard time finding your email address it hadn't come through on any of the paperwork, so I had to reach out to Steve to get your email address.

39

00:06:55.530 --> 00:06:56.730

Beth Brause: Thank you for doing that.

40

00:06:57.060 --> 00:06:57.750

Guilford Host1: No problem.

41

00:07:05.580 --> 00:07:06.480

Guilford Host1: getting there.

42

00:07:09.240 --> 00:07:09.990

Guilford Host1: Good morning, can.

43

00:07:11.430 --> 00:07:13.020

Guilford Host1: You seem to be sideways today.

44

00:07:20.640 --> 00:07:21.330

Guilford Host1: There you go.

45

00:07:35.430 --> 00:07:36.360

Guilford Host1: Good morning, David.

46

00:07:38.490 --> 00:07:39.270

davidegan: Good morning.

47

00:07:40.230 --> 00:07:40.830

Matthew Hoey: morning good.

48

00:07:45.090 --> 00:07:51.600

Matthew Hoey: By the way, Dave as of yesterday at around 930 you are now a full fledged member, not an alternate anymore.

49

00:07:52.860 --> 00:07:56.430

davidegan: Oh well, thank you very much, I didn't know that man, thank you.

50

00:07:57.570 --> 00:07:58.650

Matthew Hoey: This is something you did.

51

00:07:58.680 --> 00:07:59.550
You didn't want.

52

00:08:02.460 --> 00:08:07.020
davidegan: Well, I was given a heads up on that a couple of weeks back,
but yeah Thank you could.

53

00:08:07.590 --> 00:08:09.210
Guilford Host1: You could have asked the rest of us.

54

00:08:09.510 --> 00:08:09.810
yeah.

55

00:08:12.930 --> 00:08:13.200
Guilford Host1: yeah.

56

00:08:19.110 --> 00:08:23.460
Guilford Host1: So matt if you could stay on for a little bit after.

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00:08:25.620 --> 00:08:34.770
Guilford Host1: When we get to the chairman's report, I appreciate a
recap of yesterday's appointments from Board of selectmen.

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00:08:35.700 --> 00:08:36.750
Guilford Host1: No problem thank.

59

00:08:36.870 --> 00:08:46.380
Matthew Hoey: You i'll be happy to stay on after the meeting, if need be,
I think Mike myself is looking for five or 10 minutes as well, most
likely, I suspect, relative to the sign project but.

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00:08:46.980 --> 00:08:47.310
Okay.

61

00:08:48.480 --> 00:08:50.520
Guilford Host1: Thank God you charge him for those right.

62

00:08:51.240 --> 00:08:52.050
Matthew Hoey: Oh yeah a lot.

63

00:08:52.560 --> 00:08:52.860

But.

64

00:08:54.180 --> 00:08:56.760

Guilford Host1: So we keep trying to keep our budget numbers down.

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00:08:58.230 --> 00:08:59.520

Matthew Hoey: On mike's back and works.

66

00:09:02.790 --> 00:09:05.760

tobie/mike meisel: there's a line item for blood, sweat and tears right.

67

00:09:07.560 --> 00:09:08.580

Matthew Hoey: i'm familiar with that one.

68

00:09:10.050 --> 00:09:11.220

tobie/mike meisel: I can well imagine.

69

00:09:15.750 --> 00:09:17.610

peter barrett: morning everyone morning Peter.

70

00:09:18.330 --> 00:09:19.650

Matthew Hoey: More folks you.

71

00:09:19.830 --> 00:09:21.390

Matthew Hoey: Know big berries town council.

72

00:09:23.160 --> 00:09:24.330

Matthew Hoey: will be here to.

73

00:09:25.980 --> 00:09:30.570

Matthew Hoey: fill in the blanks for me on the economic, the tax incentive Program.

74

00:09:38.190 --> 00:09:41.670

Guilford Host1: Right, I think we have everybody here so.

75

00:09:42.720 --> 00:09:46.830

Guilford Host1: We have a pretty full agenda this morning, so we're going to do a call to order.

76

00:09:47.970 --> 00:09:53.970

Guilford Host1: And that's going to be an 805 trying to read the tiny little clock in the bottom right hand corner of my screen.

77

00:09:55.980 --> 00:10:00.660

Guilford Host1: first item on the agenda is communications, there is nothing that I have.

78

00:10:01.740 --> 00:10:03.780

Guilford Host1: That, I am aware of.

79

00:10:06.150 --> 00:10:19.650

Guilford Host1: And then we're going to move right into item, excuse me into item to which is our guest speaker this morning that is Sydney Cunningham good morning Sydney and welcome.

80

00:10:20.220 --> 00:10:21.000

Good morning.

81

00:10:22.080 --> 00:10:24.810

Guilford Host1: What i'm gonna do is i'm gonna.

82

00:10:25.020 --> 00:10:27.570

Matthew Hoey: Mark mark, could I could, I have a.

83

00:10:28.110 --> 00:10:29.670

Matthew Hoey: moment of personal privilege, please.

84

00:10:29.910 --> 00:10:30.780

Guilford Host1: Of course i'm.

85

00:10:32.520 --> 00:10:41.880

Matthew Hoey: Cindy cutting him is a very, very smart and poised young woman, I have the pleasure of.

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00:10:43.380 --> 00:10:48.990

Matthew Hoey: being part of her zoom meeting on her capstone project for those of you who are not familiar with capstone.

87

00:10:49.500 --> 00:10:55.890

Matthew Hoey: I urge you to take a look and look them up, but they are special projects that are done traditionally by high school seniors.

88

00:10:56.580 --> 00:11:08.550

Matthew Hoey: under the guidance of Nicole McDonald, who is the advisor to the capstone project, who is also with us this morning and also just a hello to Julie chafee the principal at Milford high school.

89

00:11:09.600 --> 00:11:22.110

Matthew Hoey: For since i've been in this Chair at the invitation of former principal rick necessity to attend capstone projects when we used to be able to hold them in person at the guilford library.

90

00:11:23.280 --> 00:11:24.150

Matthew Hoey: I am.

91

00:11:25.200 --> 00:11:32.670

Matthew Hoey: I continue to be impressed, but not not surprised are amazed at the talent of some of our high school students and.

92

00:11:33.180 --> 00:11:43.740

Matthew Hoey: I had the pleasure of listening to sydney's presentation around small business and a survey she did and I immediately thought that night, one of the questions I asked was, would you be willing to present to economic development.

93

00:11:44.310 --> 00:12:02.430

Matthew Hoey: Commission and mark, thank you for being gracious enough to allow us to highlight, you know, one of the stars of guilford high school, but also, I thought the subject matter was was important enough for you folks to hear what some of the business community is telling told Sydney.

94

00:12:02.850 --> 00:12:04.200

Matthew Hoey: In the work that she did so.

95

00:12:05.310 --> 00:12:06.210

Matthew Hoey: Thank you for that.

96

00:12:07.470 --> 00:12:08.160

Matthew Hoey: Personal privilege.

97

00:12:08.940 --> 00:12:29.400

Guilford Host1: whoa it's we're we're very happy to have Sydney here, this is something in all the years that i've been on etc that we've never had the opportunity to do before and i'm really glad that we can participate and and be a part of the capstone project in this way.

98

00:12:30.420 --> 00:12:41.580

Guilford Host1: So what i'm going to do is i'm going to ask everyone to mute themselves, except Sydney so we don't get any background noise, if you need help muting let me know, and I will meet you for you.

99

00:12:45.630 --> 00:12:49.620

Sydney Cunningham: Alright, so i'm going to share my screen, I have a pre recorded presentation.

100

00:12:51.360 --> 00:12:52.260

So i'll do that now.

101

00:12:55.980 --> 00:12:56.280

All right.

102

00:12:58.470 --> 00:12:59.370

Sydney Cunningham: Can you see my screen.

103

00:12:59.880 --> 00:13:00.300

Guilford Host1: Yes.

104

00:13:00.540 --> 00:13:01.440

Sydney Cunningham: All right, perfect.

105

00:13:04.200 --> 00:13:04.620

There we go.

106

00:13:06.150 --> 00:13:11.850

Sydney Cunningham: The cover 19 pandemic has drastically and quickly changed ways of light for virtually everyone around the world.

107

00:13:12.450 --> 00:13:23.730

Sydney Cunningham: Many people started to work from home for the first time and some will do so for the foreseeable future, many small companies face challenges for the pandemic even arrived and Cobra 19 only exacerbated them.

108

00:13:24.780 --> 00:13:30.120

Sydney Cunningham: Businesses were forced to evaluate their options and they had to make tough decisions about the future of their businesses.

109

00:13:31.650 --> 00:13:40.230

Sydney Cunningham: hello, my name is Suzanne Cunningham, I decide to send you the topic of facing adversity in a small business during the pandemic for a few different reasons.

110

00:13:40.800 --> 00:13:44.520

Sydney Cunningham: i've lived in go for it, since I was born so i've been able to take in all of its glory.

111

00:13:45.030 --> 00:13:54.390

Sydney Cunningham: covers most commonly recognized for our beautiful green the Center of our town where most of the small shops are located, I realized that without the small shops go for it really wouldn't be the same.

112

00:13:55.500 --> 00:14:00.420

Sydney Cunningham: So I know I can start it, I will admit I was more concerned about my school studies and my social life.

113

00:14:00.930 --> 00:14:07.890

Sydney Cunningham: However, when the lockdown continued I began to shift my focus on to the small businesses that we're losing their business.

114

00:14:08.430 --> 00:14:20.340

Sydney Cunningham: Without these businesses, again I knew that Guilford would not be the same so looking at the bigger picture 90% of US businesses or small to medium sized so I realized that these businesses that need us the most.

115

00:14:21.330 --> 00:14:26.430

Sydney Cunningham: I want to just hatched a small baby clothing and accessories boutique since August of 2019.

116

00:14:27.030 --> 00:14:32.580

Sydney Cunningham: Originally, this was just a way to earn some extra money before college, but I soon realized that it meant much more than that to me.

117

00:14:33.450 --> 00:14:46.050

Sydney Cunningham: it's a big dreams for me and I realized how passionate I was about Sunday owning my own business, so when the concentric head my heart broke for just hatched and all the other small businesses, believe it or not, they're over 30 just and Guilford.

118

00:14:47.490 --> 00:14:52.290

Sydney Cunningham: But, most people walk into a store they don't usually think about the logistics behind keeping that store open.

119

00:14:52.740 --> 00:15:00.690

Sydney Cunningham: finances the sales customers employees websites and mentioned time makes most business owners lifestyle, can it can stressful.

120

00:15:01.350 --> 00:15:11.670

Sydney Cunningham: This is when I decided to participate in a capsule project to help better understand how business owners handle hardships and hopes of preparing myself for facing adversity, when I suddenly own my own business.

121

00:15:12.510 --> 00:15:20.250

Sydney Cunningham: it's my surprise, I found that even after learning about the stressful and chaotic nature of owning a business and just as passionate as when I began.

122

00:15:21.720 --> 00:15:35.730

Sydney Cunningham: I think we can all agree that, in most cases on a small business is not easy statistics show that 20% of small businesses fail, by the end of the first year 50% by the end of their fifth year 80% fail, by the end of their 10th year.

123

00:15:37.050 --> 00:15:45.750

Sydney Cunningham: According to Walden university, the most common problems that business owners face or lack of funds, lack of time trouble finding good employees.

124

00:15:46.230 --> 00:16:01.320

Sydney Cunningham: Difficulties balancing growth and quality and having an ineffective online presence in tough times like this, even having run extra employee can start a business back when researching about our local small businesses and definitely took all of this into consideration.

125

00:16:02.550 --> 00:16:13.380

Sydney Cunningham: In the past 20 years depends on which is often the only problem that business owners athletes in 2008 there was a major financial crisis was caused by deregulation financial industry.

126

00:16:14.280 --> 00:16:22.290

Sydney Cunningham: Thanks stopped lending money to each other, which led to the great recession stopped by you started us off \$7.4 trillion and stop well.

127

00:16:23.040 --> 00:16:36.990

Sydney Cunningham: Over 5.5 million jobs were lost us households last an average of 50 \$800 in income many small businesses kind of cut payrolls and lay off employees over 17,000 small businesses closed down between.

128

00:16:39.210 --> 00:16:40.260

Sydney Cunningham: Some familiar.

129

00:16:41.280 --> 00:16:48.750

Sydney Cunningham: In this past year, millions of small business owners across country vista similar challenge and the coronavirus shut down much of the US economy.

130

00:16:49.320 --> 00:16:58.290

Sydney Cunningham: and consumers take home to sole discretion dividers 46% of households been significant loss and introducing a job or a paper.

131

00:16:59.010 --> 00:17:11.310

Sydney Cunningham: Over 100,000 small businesses have permanently closed their doors to new code almost \$3.5 trillion dollars lost in stockwell small business revenue is down 20% since January of 2020.

132

00:17:12.870 --> 00:17:26.640

Sydney Cunningham: There is a graph showing the different closures and this past year, there are more permanent closures than temporary pleasures This just shows that those businesses who survived through the great recession had persevered and the pandemic was just a different type of hardship.

133

00:17:27.870 --> 00:17:38.400

Sydney Cunningham: business owners face all sorts of problems, but this year has been specifically tough for one major reason there is limited in person shopping, something that a lot of businesses have never experienced before.

134

00:17:40.110 --> 00:17:52.140

Sydney Cunningham: Now we're going to move on to my research i've gathered information, mainly through surveys and interviews i've had consistent meetings my mentor Karen hilburn was also the owner of just hatch where work.

135

00:17:53.400 --> 00:17:57.990

Sydney Cunningham: In these meetings, she taught me about every aspect of her business and the stuff she's taken along the way.

136

00:17:58.950 --> 00:18:02.490

Sydney Cunningham: Not only did she teach me through her words but she gave me some tasks as well.

137

00:18:03.450 --> 00:18:18.300

Sydney Cunningham: She was extremely innovative she also did a tour of the store a live video on Facebook, giving customers opportunity to see what we had in store, she also created an awning for people who didn't feel comfortable shopping in the store in order to awful offer accessible window shopping.

138

00:18:19.830 --> 00:18:27.390

Sydney Cunningham: And know I previously mentioned that one of the most common problems that small businesses face is not having an effective online presence.

139

00:18:28.080 --> 00:18:32.100

Sydney Cunningham: Having an online presence in my opinion can truly make or break a business.

140

00:18:32.760 --> 00:18:41.490

Sydney Cunningham: Most business owners struggle with this aspect of their business because they simply do not have the time or resources, but in the long run, the business would be much more successful.

141

00:18:42.480 --> 00:18:57.750

Sydney Cunningham: Products appeal to a larger audience there's enhanced accessibility for customers so in times, where customers cannot physically come into the store, you can shop safely from the comfort of their home, and it also gives a voice of the business by communicating efficiency and organization.

142

00:18:58.980 --> 00:19:07.170

Sydney Cunningham: At just hatched there's always been an online side of the business, but during the pandemic Karen decided she wanted to enhance the website by adding more products.

143

00:19:07.740 --> 00:19:11.640

Sydney Cunningham: adding more products may sound simple, but there are a lot of different aspects to this.

144

00:19:12.240 --> 00:19:20.430

Sydney Cunningham: Finding pictures reading descriptions tagging them on the website organizing and managing the product recommendations made this no small task.

145

00:19:21.150 --> 00:19:26.190

Sydney Cunningham: She also had to switch POs systems in order to do this, which took a lot of time and research.

146

00:19:26.850 --> 00:19:42.870

Sydney Cunningham: She decided to switch the shopify platform which was compatible with both our retail and online needs inventory was updated, but there were still some other problems you faced our new system could not scan our own products, so we had to input new barcodes and new skews.

147

00:19:43.890 --> 00:19:51.810

Sydney Cunningham: We also had to export all of our old gift cards from our previous system and create a gift card log so that customers old gift cards are still on file.

148

00:19:52.770 --> 00:20:06.030

Sydney Cunningham: And lastly, our old procedure manual was dated after the switch so with this new system came a whole new procedure manual adjusting to this new system, took a few months, but it was necessary for the business's success.

149

00:20:07.560 --> 00:20:21.000

Sydney Cunningham: I found that even after all this work, my passion for the business that actually grown if this doesn't show that i'm going to be a business owner someday I don't know it will so as you can see, there is much more to owning a business than many would expect.

150

00:20:22.260 --> 00:20:28.170

Sydney Cunningham: Speaking with Karen made me realize that business success depends entirely on the business owners attitude.

151

00:20:28.770 --> 00:20:42.930

Sydney Cunningham: Community outreach focusing on the growth of the business and adapting to sudden changes is what makes Karen the business owner I aspire to be someday This is also the reason just hatched has been so successful during these hard times, she has persevered.

152

00:20:43.950 --> 00:20:55.590

Sydney Cunningham: Seeing karen's view on the pandemic made me even more curious about other business owners attempts to keep their businesses thrive in this is when I decided to send out a survey to 33 different businesses and guilford.

153

00:20:57.150 --> 00:21:06.000

Sydney Cunningham: The first question I asked was how long they have been in business, I thought this question would be important to start off with in order to see how experienced these businesses are.

154

00:21:06.870 --> 00:21:18.480

Sydney Cunningham: 50% have been in business for over 10 years 22% have been in business for five to 10 years 22% have been in business for one to five years and 6% for one year or less.

155

00:21:19.230 --> 00:21:26.940

Sydney Cunningham: I think that's definitely shows like Guilford is a town based off of successful small businesses or close knit community definitely likes to support our local.

156

00:21:28.320 --> 00:21:39.780

Sydney Cunningham: My next question asks what they anticipate their end of your revenue to be, I decided to ask this question in order to see how detrimental this pandemic has had or if it has even been detrimental at all.

157

00:21:40.890 --> 00:21:48.390

Sydney Cunningham: 50% said, less than the previous year 44% said more than the previous year and 6% so the same as the previous year.

158

00:21:49.410 --> 00:21:56.190

Sydney Cunningham: I thought this was interesting because I think it really depends on how established the business is as far as how they've handled the pandemic.

159

00:21:57.300 --> 00:22:05.190

Sydney Cunningham: Without normalcy in this past year I was surprised to see that 44% anticipate that they're under your revenue will actually be more than the previous year.

160

00:22:06.690 --> 00:22:15.720

Sydney Cunningham: I then asked how the pandemic has affected their average sale value, I thought that this question will be essential towards seeing how each individual business has changed.

161

00:22:16.410 --> 00:22:27.090

Sydney Cunningham: 56% so that their average sale value has increased 33% said, it has decreased and 5% said, it has stayed the same, the other 5% so that they did not know.

162

00:22:28.110 --> 00:22:34.680

Sydney Cunningham: This show being that the majority of businesses are having fewer sales, but that this is what they are having are actually greater value.

163

00:22:35.700 --> 00:22:40.260

Sydney Cunningham: This means that there were fewer customers shopping, but the customers that were shopping were buying more.

164

00:22:41.700 --> 00:22:51.210

Sydney Cunningham: I also asked to open ended questions and got a variety of different responses, the first question to ask them to give examples of how their business adapted to the pandemic.

165

00:22:51.990 --> 00:23:00.600

Sydney Cunningham: These responses showed me some very creative ways in which they adapted to this sudden change operating at a lower capacity developing an online shop.

166

00:23:01.110 --> 00:23:10.680

Sydney Cunningham: offering free delivery private shopping integrated store directions curbside pickup virtual shopping through use of social media.

167

00:23:11.190 --> 00:23:23.370

Sydney Cunningham: Extra sanitation holding outdoor events and other contactless shopping options are what seemed to help keep these businesses a flow, one of the local liquor stores actually responded that they were doing better than ever before.

168

00:23:24.720 --> 00:23:36.510

Sydney Cunningham: The next open ended question I asked was if they had a website and if it's endemic had affected it five responses indicated that they do not have a website and if they do have a website, it does not generate any income.

169

00:23:37.530 --> 00:23:44.340

Sydney Cunningham: The rest of the responses indicated that they have either created a website during the pandemic, or they have recently updated their website.

170

00:23:45.000 --> 00:23:53.820

Sydney Cunningham: All of these responses and that they have generated steady sales Personally, I think that this option to shop online was crucial towards the success of a business.

171

00:23:55.350 --> 00:24:07.620

Sydney Cunningham: My last question asked about the mindset of these business owners 53% said that they were optimistic that their business will do well on 2021 6% so that they're worried that their business will not do well.

172

00:24:08.610 --> 00:24:12.870

Sydney Cunningham: 41% of that they're equally optimistic and worried about the future of their business.

173

00:24:13.530 --> 00:24:29.400

Sydney Cunningham: I thought this was interesting an interesting question because, as I said before, I learned that business owners mindset is one of the most important things, I believe that, without an optimistic mindset, it is very hard to grow a business, I think that any entrepreneur needs to be optimistic.

174

00:24:30.600 --> 00:24:36.420

Sydney Cunningham: At the end of my survey, I have an option to comment anything else, and I was surprised to receive so many comments.

175

00:24:37.080 --> 00:24:49.110

Sydney Cunningham: One of the comments I received was that customers have shown them desire to support local businesses, but at the same time, with people working from home and not gathering socially or dining out, they just don't have the same needs.

176

00:24:50.160 --> 00:24:57.270

Sydney Cunningham: Thinking back to my shopping tendencies before they depend on MAC I was a big shocker I would buy clothes and jewelry because I actually have places to wear them.

177

00:24:57.900 --> 00:25:04.890

Sydney Cunningham: Now, however, I have nowhere to go so am I spending has significantly decreased now most of the money I spend is on gifts.

178

00:25:05.880 --> 00:25:12.120

Sydney Cunningham: Someone also commented that they believe will take another year before businesses resume to somewhat normal piece.

179

00:25:12.990 --> 00:25:25.410

Sydney Cunningham: Again, depending on the business this made me realize how difficult only a small business has been in this past year and a town, full of many successful small businesses, this was definitely one of the most devastating years for these owners.

180

00:25:26.430 --> 00:25:40.530

Sydney Cunningham: Many businesses that have survived plan to use innovations adopting during this pandemic to continue to drive revenue and generate new opportunities as the economy recovers, but the impact on millions of employees nationally is so uncertain.

181

00:25:41.850 --> 00:25:46.380

Sydney Cunningham: I believe that this project has opened my eyes to many different perspectives on the past year.

182

00:25:47.040 --> 00:25:52.830

Sydney Cunningham: Some people decided to dwell on the negatives, but other decided to look at the past year as a learning experience.

183

00:25:53.430 --> 00:26:00.960

Sydney Cunningham: Christine a local business owner said that this unexpected hurdles has forced us to rethink how to better engage with our customers.

184

00:26:01.440 --> 00:26:14.190

Sydney Cunningham: Even after this destruction as past, we will continue to enhance our ability to quickly adapt to uninspired challenges, I think that disability to adapt to unanticipated challenges is one huge takeaway i've gained from this project.

185

00:26:15.360 --> 00:26:21.690

Sydney Cunningham: I also believe that small business owners need to stand out, they need to be confident in their decisions without being reckless.

186

00:26:22.590 --> 00:26:30.540

Sydney Cunningham: They need to be enthusiastic, because when enthusiastic people gain some success, you want to continue getting better rather than just settling for less.

187

00:26:31.500 --> 00:26:42.690

Sydney Cunningham: They need to be creative because there needs to be able to think outside of the box to care about the customer customers needs is a priority, get some business owners still failed satisfy their customers.

188

00:26:43.770 --> 00:26:52.080

Sydney Cunningham: They need patience growing a successful business does take time and if you take shortcuts it will most likely take longer to achieve this success.

189

00:26:52.620 --> 00:27:04.950

Sydney Cunningham: And lastly, they need a team who can help them build their success, whether this team is it of employees or family, it is extremely important to be surrounded by people who will constantly give you new ideas and inspire you.

190

00:27:06.330 --> 00:27:14.400

Sydney Cunningham: However, I think that the biggest takeaway i've gained from this project is that the success of a business depends completely on the business owners mindset.

191

00:27:15.360 --> 00:27:29.580

Sydney Cunningham: A business owner can either be optimistic or pessimistic about the future of their business being optimistic is not only what keeps the stores doors open, but it also allows for new opportunities and creative ideas which are completely necessary during this pandemic.

192

00:27:30.630 --> 00:27:45.840

Sydney Cunningham: Being nimble having confidence and focusing on growth are a couple of qualities that i've also learned every business owner needs being optimistic and incorporating growth in myself is crucial to succeeding in anything that I do, whether it be in the business, industry or not.

193

00:27:46.950 --> 00:27:59.160

Sydney Cunningham: And now know that I have achieved an entrepreneurial mindset having an entrepreneurial mindset is a way of thinking that enables you to overcome challenges be decisive and accept responsibility for your outcomes.

194

00:27:59.790 --> 00:28:05.370

Sydney Cunningham: It is a constant need to improve your skills learn from your mistakes and take continuous action on your ideas.

195

00:28:06.840 --> 00:28:18.930

Sydney Cunningham: This was definitely a multifaceted project, not only did I learn about the complicated process of owning your own business, but i've also learned that optimism is the key to success in life, which will definitely help me in my future.

196

00:28:20.220 --> 00:28:27.030

Sydney Cunningham: Even have to learning about this complicated process, I am even more passionate about pursuing my dream of owning my own small business.

197

00:28:28.110 --> 00:28:34.470

Sydney Cunningham: Despite this capstone project being over i'm definitely going to continue researching and learning about the business, industry.

198

00:28:35.250 --> 00:28:48.660

Sydney Cunningham: As I continue my journey and going off to college I plan to further my academic career in business, and although I have not yet decided, where I will be going to college I applied to the business majors of all 12 of these colleges so i'm sure that I will end up at one of them.

199

00:28:50.100 --> 00:28:56.310

Sydney Cunningham: I would like to specifically then Karen halbert who is not only an amazing mentor for this project, but an incredible role model.

200

00:28:57.000 --> 00:29:06.750

Sydney Cunningham: i'd also like to thank Mr you know my advisor who gave me some great advice along the way i've learned so much about the business, industry and I can't wait to own my own small business.

201

00:29:20.070 --> 00:29:25.860

Guilford Host1: fantastic job that was that was very, very, very well done, congratulations.

202

00:29:26.040 --> 00:29:31.140

Sydney Cunningham: Thank you so much Thank you so much for letting me share this presentation with you all to means a lot to me.

203

00:29:32.940 --> 00:29:37.530

Guilford Host1: we're gonna open up for some questions does anybody have any questions for Sydney.

204

00:29:39.420 --> 00:29:41.280

Guilford Host1: Good when you're gonna need to unmute.

205

00:29:44.880 --> 00:29:51.720

Wendy Dockray: There we go quick question how many of the businesses is you mentioned, I think 33 how many of them responded to your survey.

206

00:29:51.990 --> 00:29:56.760

Sydney Cunningham: So in my survey 21 of them responded so out of 33 there were 21 that responded.

207

00:29:57.150 --> 00:30:02.160

Wendy Dockray: Okay, was there any characteristic of the ones that didn't respond or did you consider it just.

208

00:30:02.970 --> 00:30:11.490

Sydney Cunningham: ran yeah I mean I didn't really get much feedback from people who didn't respond, I think I got two or three emails saying that they weren't really the right people to respond to the survey.

209

00:30:12.690 --> 00:30:21.180

Sydney Cunningham: But otherwise I think I got a pretty great turnout I think 21, and I mean I was expecting a little bit less so, I was pretty proud of that Okay, thank you.

210

00:30:21.810 --> 00:30:25.530

Shoreline Chamber of Commerce- Ellen Carucci: And you were there any restaurants that reported this where they all retail shop.

211

00:30:26.040 --> 00:30:31.920

Sydney Cunningham: that's a good question, because after my presentation ended I realized that it would have been interesting to include restaurants in this.

212

00:30:32.280 --> 00:30:43.140

Sydney Cunningham: Because I know specifically My family has been getting takeout more than we usually have so would have been interesting to see how the restaurants, are doing so maybe in my next project that I do, I can research that.

213

00:30:44.760 --> 00:30:46.080

Shoreline Chamber of Commerce- Ellen Carucci: Thank you, great job.

214

00:30:46.290 --> 00:30:47.070

Sydney Cunningham: Thank you.

215

00:30:47.370 --> 00:30:54.300

Guilford Host1: That led into one of my questions as well that, so all of the participants that you had were retail.

216

00:30:54.300 --> 00:30:56.010

Sydney Cunningham: establishments in where yes.

217

00:30:56.070 --> 00:31:00.930

Guilford Host1: No restaurants, no business accounting firms anything like that okay yeah.

218

00:31:02.520 --> 00:31:07.830

Guilford Host1: I also wanted to make mention I think one of the, the most important things.

219

00:31:09.210 --> 00:31:10.950

Guilford Host1: That was in your presentation.

220

00:31:11.970 --> 00:31:26.520

Guilford Host1: Was that in 2008 there were 17,000 small businesses that had closed their doors permanently in 2020 there was over 100,000, and that is a staggering number to think about.

221

00:31:27.960 --> 00:31:31.950

Guilford Host1: When you consider that small business is what makes this country run.

222

00:31:33.180 --> 00:31:49.470

Guilford Host1: You know, we have our big businesses and that's all well and good, but that's the small businesses that that make the the country run, so it has hit our Community extremely hard for me, I mean both guilford and small business can.

223

00:31:51.120 --> 00:31:51.510

yeah.

224

00:31:52.650 --> 00:31:54.180

Guilford Host1: anybody else have any questions.

225

00:31:54.210 --> 00:31:54.630

Guilford Host1: comment.

226

00:31:55.230 --> 00:31:59.730

tracy Brent: Good morning Sydney it's Tracy front sister used to work with me.

227

00:31:59.790 --> 00:32:00.810

Sydney Cunningham: Yes, I know.

228

00:32:02.910 --> 00:32:16.410

tracy Brent: Very well done in your presentation, I have a question for you did you think about breaking down the types of retail because I noticed statistically, it seemed you know very positive to see that over 50% of the businesses.

229

00:32:17.610 --> 00:32:25.080

tracy Brent: were expecting to do better, or were doing better now did you break down the types of retail within your project.

230

00:32:25.170 --> 00:32:34.830

Sydney Cunningham: Again I didn't do that that is a great idea, though, moving forward if I if I continue my research that would be interesting to see the different types of business, businesses and how they succeeded.

231

00:32:35.610 --> 00:32:42.000

Sydney Cunningham: But generally I just I just surveyed any type of retail business and Guilford so I didn't break it down any further than that.

232

00:32:43.050 --> 00:32:50.310

tracy Brent: i'd love to see that section of that sent out to the general public, because I think so often, they have no idea.

233

00:32:50.490 --> 00:32:55.710

tracy Brent: yeah i'm behind a nice small business, thank you for your time.

234

00:32:55.830 --> 00:32:56.640

Of course, thank you.

235

00:32:59.580 --> 00:33:14.310

Guilford Host1: Tracy that's actually a very good idea Sydney is there, I don't know the rules of the capstone project, but is your presentation, since it is recorded is this something that we could make available to the general public.

236

00:33:14.520 --> 00:33:24.750

Sydney Cunningham: definitely yes, and I think I can definitely chop out like the I could just give you the middle part which is the survey I think that's, the most important part but definitely I could I could send that over to you yeah.

237

00:33:25.800 --> 00:33:27.450
Guilford Host1: yeah I think that would be.

238
00:33:28.560 --> 00:33:32.610
Guilford Host1: A great thing to have, and then you know, do you know if.

239
00:33:33.750 --> 00:33:40.950
Guilford Host1: Has it just been local in Guilford that has seen it or has like Sean Scanlon Vin Candle or or Christine Cohen seen it.

240
00:33:41.280 --> 00:33:50.160
Sydney Cunningham: I think it was just locally and go for it, since it was played at the high school I wasn't able to see the different people who were actually there but I'm pretty sure it was just locally and go for it.

241
00:33:50.370 --> 00:33:56.040
Guilford Host1: I think they they would also be interested in seeing it so yeah that's slightly pared down version.

242
00:33:56.250 --> 00:33:57.060
Sydney Cunningham: yeah definitely.

243
00:33:57.570 --> 00:34:01.440
Guilford Host1: post that send me a link I'll get it out to them with your contact them for it.

244
00:34:01.470 --> 00:34:03.240
Sydney Cunningham: That would be great Thank you.

245
00:34:03.330 --> 00:34:20.070
Tracy Brent: it's an easy thing to add to the statistics, I don't know if you're you still have all of your information at hand if it's easy to break it down by who's doing well yeah to be able to see which types of businesses, the general Community could be supporting more.

246
00:34:20.610 --> 00:34:23.730
Tracy Brent: substantively that would that would be a wonderful thing as well.

247
00:34:23.970 --> 00:34:26.010
Sydney Cunningham: yeah that's a great idea I can definitely look into that.

248

00:34:27.090 --> 00:34:37.440

davidegan: I Sydney I just had one question, and that is, we was there a specific type of business that did not respond to your questionnaire now you miss me you mentioned restaurants earlier.

249

00:34:37.920 --> 00:34:45.120

davidegan: That you didn't get a I don't want to put words in your mouth, but you didn't get an overwhelming response from restaurants.

250

00:34:45.420 --> 00:34:45.750

So.

251

00:34:47.160 --> 00:34:57.990

Sydney Cunningham: Sorry, I didn't send out the survey to any restaurants, which is why I didn't hear back from them, I was only focusing on the retail stores and Guilford um but again I would love to research that in the future.

252

00:34:58.620 --> 00:35:06.180

davidegan: All right, was there a specific now you sent out about 3233 questionnaires yeah and you got 21 back.

253

00:35:06.360 --> 00:35:07.020

Sydney Cunningham: Yes, we do.

254

00:35:07.290 --> 00:35:15.660

davidegan: Okay, was there any characteristic of those 10 or 12 businesses that didn't respond.

255

00:35:16.320 --> 00:35:28.800

Sydney Cunningham: So the only thing is my survey was anonymous so I wasn't sure which stores, which I'm, and again I did receive some email saying that their store wouldn't be the best option for the survey, but other than that I have.

256

00:35:29.160 --> 00:35:42.570

Sydney Cunningham: I really have no clue which stores, which in my survey I generally wanted to keep it anonymous just because of this it's the statistics that were going into it, I wasn't sure if the business owners would feel comfortable you know sharing some of that information so.

257

00:35:45.180 --> 00:35:45.870

davidegan: Thank you.

258

00:35:46.140 --> 00:35:47.460

davidegan: wonderful job, by the way, that.

259

00:35:47.460 --> 00:35:48.270

Sydney Cunningham: Was Thank you.

260

00:35:48.510 --> 00:35:49.200

davidegan: Very good.

261

00:35:51.750 --> 00:35:52.590

Guilford Host1: Nicole go ahead.

262

00:35:53.550 --> 00:36:04.740

Nicole McDonald: hi everyone i'm Nicole McDonald I coordinate the capstone program at the high school, I just wanted to thank all of you so much for letting our program speak today at the Economic Development Committee meeting.

263

00:36:05.010 --> 00:36:12.630

Nicole McDonald: And I wanted to commend Sydney for her excellent work, really, really proud of you, and I just want to add that.

264

00:36:13.650 --> 00:36:16.290

Nicole McDonald: matt and I did see her presentation.

265

00:36:16.860 --> 00:36:24.420

Nicole McDonald: In January, and I want to just say that I can tell that you spice it up a little bit and i'm really just impressed with that and I think that that was.

266

00:36:24.660 --> 00:36:31.500

Nicole McDonald: And it was just as good in January, but I can tell that you, you absolutely put a lot more work into it and i'm really proud of you for that.

267

00:36:32.940 --> 00:36:43.650

Nicole McDonald: you're welcome, and then I did just want to comment on on the question about the recordings, we did record the one in January, and I see that this one's being recorded as well.

268

00:36:44.430 --> 00:36:53.640

Nicole McDonald: As well as Sydney you mentioned that you have a copy of it so whatever you guys need in terms of recorded copies and and so forth we're happy to provide that.

269

00:36:53.970 --> 00:37:00.720

Nicole McDonald: And then, our website on the capstone page does have other recordings of all of the presentations throughout.

270

00:37:01.260 --> 00:37:12.660

Nicole McDonald: Last year, so that's a good resource as well if there's anything else that you'd like to check out, but thank you for first selectman matt holy for allowing us to be here and the rest of the group we really appreciate it.

271

00:37:13.230 --> 00:37:14.730

Sydney Cunningham: Yes, thank you all so much.

272

00:37:16.080 --> 00:37:16.860

tracy Brent: Thank you and.

273

00:37:18.000 --> 00:37:18.330

Guilford Host1: Your.

274

00:37:25.290 --> 00:37:26.280

Guilford Host1: buddy have anything else.

275

00:37:32.010 --> 00:37:44.040

Karen Helburn: Karen Melbourne here, I will chime in, I just wanted to offer a nice congratulations to Sydney I I know the work that went into this presentation, it was no small amount and.

276

00:37:44.850 --> 00:37:50.700

Karen Helburn: i'm always so in awe of of Sydney and her ability, so I just wanted to say, congratulations.

277

00:37:51.000 --> 00:38:05.610

Karen Helburn: And then maybe as a side question or a side note, I was wondering Sydney now that there is some space in between the time that you presented in January to now have there been any questions or any questions that you wish, you had included in the survey.

278

00:38:06.660 --> 00:38:16.620

Sydney Cunningham: yeah so I know personally have some businesses that have downsized during the pandemic and I kind of wish I included something about how it's changed, you know, like negatively speaking.

279

00:38:17.190 --> 00:38:33.780

Sydney Cunningham: I know that, like I know in Madison, for example, I know ciao Bella somewhere, I used to shop, I know that they move from a bigger place to a smaller place across the street, so I wish that I mentioned something about a negative in there, like if they've downsized something of that nature.

280

00:38:36.150 --> 00:38:36.840

Sydney Cunningham: Thank you Karen.

281

00:38:37.860 --> 00:38:39.900

Karen Helburn: Congratulations Susan Thank you.

282

00:38:44.220 --> 00:38:44.700

Guilford Host1: Okay.

283

00:38:45.720 --> 00:38:53.430

Guilford Host1: Well, again, congratulations Sydney and thank you again so much for being here, we really appreciate you taking the time this morning to present to us.

284

00:38:54.840 --> 00:38:56.640

Sydney Cunningham: Well, thank you again for having me.

285

00:38:59.610 --> 00:39:01.050

Guilford Host1: Okay let's.

286

00:39:03.780 --> 00:39:09.660

Guilford Host1: We can move into the rest of our agenda, which is not going to be anywhere nearly as exciting.

287

00:39:10.950 --> 00:39:21.150

Guilford Host1: As sydney's presentation, but we'll see if we can muddle our way through it, for those of you who are not part of the EDC, you are absolutely welcome to stay.

288

00:39:23.430 --> 00:39:26.580

Guilford Host1: If not you're welcome to drop off as well completely up to you.

289

00:39:31.200 --> 00:39:38.340

Guilford Host1: So we have approval of previous meeting minutes, I know, there was some discussion this morning back and forth on on the Minutes.

290

00:39:39.630 --> 00:39:57.420

Guilford Host1: But we need to there were some minor corrections that were made, so we need to approve the Minutes as they were in if there were things that were in the Minutes that need to be corrected or interest will do that during the appropriate portion of our meeting this morning.

291

00:39:59.670 --> 00:40:04.680

Guilford Host1: A retraction or correction or clarification, if you will.

292

00:40:05.760 --> 00:40:11.400

Guilford Host1: During that part of our meeting this morning, so has there been any gotten the chance to go through minutes.

293

00:40:12.810 --> 00:40:13.170

Guilford Host1: Mike.

294

00:40:13.980 --> 00:40:23.820

tobie/mike meisel: I moved to approve the Minutes of with that minor correction it's minor in terms of wording, but it's important in terms of accuracy.

295

00:40:27.720 --> 00:40:28.170

Guilford Host1: Okay.

296

00:40:30.720 --> 00:40:31.470

Guilford Host1: I need a second.

297

00:40:32.250 --> 00:40:34.380

Guilford Host1: Second, thank you, David.

298

00:40:35.790 --> 00:40:40.710

Guilford Host1: All those in favor to approve the march minutes, with the corrections that were sent to Judy.

299

00:40:42.810 --> 00:40:43.170

davidegan: I.

300

00:40:43.350 --> 00:40:43.620

I.

301

00:40:48.090 --> 00:40:48.930

Guilford Host1: OK.

302

00:40:50.640 --> 00:40:53.340

Guilford Host1: So we're going to move to.

303

00:40:54.840 --> 00:40:57.510

Guilford Host1: sherry, unfortunately, could not be with us this morning.

304

00:40:59.100 --> 00:41:02.490

Guilford Host1: So we do not have development coordinators report.

305

00:41:03.750 --> 00:41:09.330

Guilford Host1: So we'll go to Ellen for a Chamber of Commerce report good.

306

00:41:09.330 --> 00:41:09.840

Shoreline Chamber of Commerce- Ellen Carucci: or.

307

00:41:10.170 --> 00:41:14.910

Shoreline Chamber of Commerce- Ellen Carucci: It will be i'll be quick and then got cities have hard act to follow good good for her.

308

00:41:15.450 --> 00:41:23.520

Shoreline Chamber of Commerce- Ellen Carucci: um so our march activities have included a webinar with lieutenant governor visor wits and access health on march nine.

309

00:41:24.150 --> 00:41:28.320

Shoreline Chamber of Commerce- Ellen Carucci: On affordable health insurance plans for businesses of 50 employees or less.

310

00:41:28.980 --> 00:41:35.850

Shoreline Chamber of Commerce- Ellen Carucci: And we started our new webinar series on tax Bob the first one was on watch third, and we have another one scheduled for this Thursday.

311

00:41:36.270 --> 00:41:43.530

Shoreline Chamber of Commerce- Ellen Carucci: April 8 at 830, and this should be a good one it's highlighting how learnings from the pandemic can help your business in 2021 with.

312

00:41:44.460 --> 00:41:54.570

Shoreline Chamber of Commerce- Ellen Carucci: Special emphasis on PPP guidance and, while our programming continues to be virtual we are tentatively planning to start in person events in May.

313

00:41:55.170 --> 00:42:02.340

Shoreline Chamber of Commerce- Ellen Carucci: But right now we're in that weird in between stage where people are zoom fatigued and they're just about ready, but not enough people are ready to take a leap.

314

00:42:03.270 --> 00:42:10.020

Shoreline Chamber of Commerce- Ellen Carucci: And fact and we I just recent poll of New England chambers across my desk and the statistics were pretty interesting.

315

00:42:10.470 --> 00:42:26.190

Shoreline Chamber of Commerce- Ellen Carucci: On 16% had already met in a covert friendly fashion, but 72% we're still meeting virtually and not sure when they were getting back to in person, meetings and then another 12% were scheduled to have their first in person needs within the next quarter.

316

00:42:27.420 --> 00:42:38.370

Shoreline Chamber of Commerce- Ellen Carucci: So we're planning to do our first business after hours on April 27 as a zoom happy hour and hopefully meet in person for business after hours on may 25 obviously with social distancing and.

317

00:42:38.940 --> 00:42:46.200

Shoreline Chamber of Commerce- Ellen Carucci: Hopefully we'll have our last virtual coffee connections, which has been our you know our morning networking event in place of net 90.

318

00:42:46.650 --> 00:42:52.830

Shoreline Chamber of Commerce- Ellen Carucci: that's going to be on April 15 and hopefully our real net 90s will start again in a location on on may 20.

319

00:42:53.760 --> 00:43:01.440

Shoreline Chamber of Commerce- Ellen Carucci: As I mentioned in the last meeting we've relaunched bring your own blanket byob to help extend the outdoor season.

320

00:43:01.890 --> 00:43:11.700

Shoreline Chamber of Commerce- Ellen Carucci: dining season for restaurants and the Guilford participants so far include Blues Jabba Hot and Quiet Rose I new initiative that hasn't been.

321

00:43:12.450 --> 00:43:18.840

Shoreline Chamber of Commerce- Ellen Carucci: You haven't no one's got an email about that we just signed up with is a walking and wellness challenge, and this is a chamber.

322

00:43:19.470 --> 00:43:25.740

Shoreline Chamber of Commerce- Ellen Carucci: Initiative we're partnering with Blue Back Health and several other Connecticut chambers and it kicks off on May 1.

323

00:43:26.730 --> 00:43:35.850

Shoreline Chamber of Commerce- Ellen Carucci: and runs through July it's called Moving Forward and we're inviting all of our members to join the cost is \$40 per individual Blue Back runs all of the.

324

00:43:36.570 --> 00:43:45.420

Shoreline Chamber of Commerce- Ellen Carucci: platform on counting steps and things like that, and the three Chamber teams and Connecticut with the most steps walk by the end of the competition will run when a charitable donation.

325

00:43:46.230 --> 00:43:54.300

Shoreline Chamber of Commerce- Ellen Carucci: In addition to the steps there's a Mother Fun Challenges monthly that you can join like Litterbug for cleaning up your neighborhood good deed.

326

00:43:54.750 --> 00:44:02.940

Shoreline Chamber of Commerce- Ellen Carucci: for doing eight random acts of kindness and not walk me for holding a walking meeting so it's a nice way to engage members in a covert friendly way and.

327

00:44:03.270 --> 00:44:08.130

Shoreline Chamber of Commerce- Ellen Carucci: The weather gets nice and people are looking to shed those pandemic pounds like I am.

328

00:44:08.940 --> 00:44:15.510

Shoreline Chamber of Commerce- Ellen Carucci: And our committees are swinging into planning gear, especially our tourism committee which is headed up by Jim for now.

329

00:44:15.840 --> 00:44:20.940

Shoreline Chamber of Commerce- Ellen Carucci: On the goal once they get started to have a social media budget for making our shoreline towns.

330

00:44:21.360 --> 00:44:28.710

Shoreline Chamber of Commerce- Ellen Carucci: Like a day trip for areas like hartford or an overnight destination for nearby so we'll hopefully have a budget to support that.

331

00:44:29.130 --> 00:44:39.180

Shoreline Chamber of Commerce- Ellen Carucci: And we're starting to plan our October women of excellence event within the next couple of weeks, again with a couple of other chambers and our November nonprofit conference later on the spring.

332

00:44:40.590 --> 00:44:45.570

Shoreline Chamber of Commerce- Ellen Carucci: i'm, sad to say that the Chamber board decided to skip citation the shoreline this year, even though i'd called.

333

00:44:46.170 --> 00:44:54.240

Shoreline Chamber of Commerce- Ellen Carucci: First letterman's office a couple of times about the application process and and talk to rick Maynard about his schedule for the concerts because.

334

00:44:54.990 --> 00:45:03.690

Shoreline Chamber of Commerce- Ellen Carucci: it's Labor intensive it serves a very small constituency of our Members, and it wasn't a money maker, and we just decided that we really didn't have the bandwidth to do it this year so.

335

00:45:04.470 --> 00:45:13.500

Shoreline Chamber of Commerce- Ellen Carucci: um you know that's that's a sad one to skip and it's also said that the branford festivals is cancelled this year so that's my report for this month, thank you.

336

00:45:14.820 --> 00:45:15.150

Guilford Host1: Thank you.

337

00:45:16.590 --> 00:45:17.310

Guilford Host1: Any questions.

338

00:45:21.180 --> 00:45:21.600

Guilford Host1: Okay.

339

00:45:22.890 --> 00:45:24.300

Guilford Host1: Thank you again really appreciate it.

340

00:45:26.280 --> 00:45:35.760

Guilford Host1: Okay, so we're going to move into the chairman's report I don't have a lot from the business side this month I.

341

00:45:37.080 --> 00:45:39.120

Guilford Host1: had left the House a whole lot this month.

342

00:45:40.800 --> 00:45:43.350

Guilford Host1: All the way to get my first shot at so yeah on that.

343

00:45:45.360 --> 00:45:50.820

Guilford Host1: just spent a lot of time trying to get that coordinated.

344

00:45:53.310 --> 00:45:58.950

Guilford Host1: However, there were a couple of things that we talked about last month and matt Maybe you can chime in on some of these.

345

00:46:00.000 --> 00:46:12.300

Guilford Host1: I understand that Guilford is going to be getting some additional cash flow from the latest relief package that is out and.

346

00:46:13.530 --> 00:46:18.840

Guilford Host1: I don't know if everybody has seen the the video that Milford had put together.

347

00:46:19.920 --> 00:46:33.480

Guilford Host1: To support their small businesses in Milford sherry, and I had been talking about that video, I will make sure that I send that out to everybody was actually kind of difficult to find it was kind of buried on Facebook.

348

00:46:35.040 --> 00:46:38.640

Guilford Host1: But we found that i'll send it out to everybody, I should have done it earlier but I didn't.

349

00:46:40.110 --> 00:46:47.820

Guilford Host1: So the the question came up I believe in our last meeting about mill Guilford making a similar video.

350

00:46:49.470 --> 00:47:05.220

Guilford Host1: I reached out to a friend of mine who does video production for a living to get an estimate of a cost to make a video like that, and it would be around 1500 to \$2,000 to make that type of video about a minute and a half long.

351

00:47:06.360 --> 00:47:11.010

Guilford Host1: interviewing getting, whatever our messages together and how.

352

00:47:12.450 --> 00:47:26.970

Guilford Host1: So we're we are looking forward to putting together some kind of marketing campaign for Guilford we're trying to figure out we don't have any budget numbers yet so we're just trying to figure out what some of those costs may be.

353

00:47:28.830 --> 00:47:29.730

Guilford Host1: So.

354

00:47:31.110 --> 00:47:37.800

Guilford Host1: we're going to have to figure out a subcommittee to help with that and try and move.

355

00:47:39.630 --> 00:47:51.750

Guilford Host1: I don't know what what speed, we need to move for that I honestly don't I would imagine sooner is better, but that's something to look forward so if anybody wants to help out with that that would be good.

356

00:47:53.070 --> 00:47:56.760

Guilford Host1: contact me, let me know if that's something you'd like to participate in.

357

00:47:59.400 --> 00:48:21.750

Guilford Host1: The other thing I have, I found out yesterday and Matt, hopefully, you can shed some light on this that Ted is Ted Sands has reached his term limit with the Economic Development Commission and, therefore, as of yesterday's Board of Selectmen meeting he is no longer a member of the EDC.

358

00:48:23.130 --> 00:48:25.410

Guilford Host1: And that's about all I know about that.

359

00:48:26.730 --> 00:48:27.720
Guilford Host1: Can can you.

360
00:48:29.040 --> 00:48:32.280
Guilford Host1: add a little to them is to what transpired yesterday.

361
00:48:33.810 --> 00:48:50.370
Matthew Hoey: Well, obviously you captured it well, he has term limited off it's the two terms, however, if a vacancy will appear after his absence from the from the board and no less than a month, he could probably be reappointed.

362
00:48:51.630 --> 00:49:03.990
Matthew Hoey: that's the traditional methodology on boards and commissions and the recommendation for his replacement obviously came through the Republican town committee as he had been nominated and recommended by the.

363
00:49:03.990 --> 00:49:10.920
Matthew Hoey: republican town committee a previous time there's nothing to suggest that he couldn't be an ad hoc you know representative.

364
00:49:11.640 --> 00:49:23.550
Matthew Hoey: You know, and still participate enemies, he just wouldn't have a voting role so there's nothing that precludes him from continuing to participate in your meetings and your efforts.

365
00:49:24.900 --> 00:49:37.350
Matthew Hoey: So I would encourage you to reach out to him and see if he's still interested in doing that, and again if a vacancy were to occur over the next couple of months or even longer, he would be eligible, you put back on.

366
00:49:37.800 --> 00:49:38.310
Okay.

367
00:49:39.570 --> 00:49:43.650
Guilford Host1: All right, good in the meantime, though, we do need to.

368
00:49:45.330 --> 00:49:49.380
Guilford Host1: Vote on a new Vice chair for the economic development, Commission.

369
00:49:50.490 --> 00:50:02.640

Guilford Host1: I do not have anybody specific in mind if this is something that you would be interested in doing, please contact me and we will have election at our main meeting to.

370

00:50:03.810 --> 00:50:10.770

Guilford Host1: to elect on the vice chair, if you want to pick a chair to i'm not and i'm just saying you don't have to.

371

00:50:10.800 --> 00:50:12.840

Guilford Host1: But you know i'm just going to put it out there.

372

00:50:17.070 --> 00:50:27.600

Guilford Host1: So if you are interested in the vice chair, please reach out to me, and we will address that at our next meeting and matt, thank you for the clarification I appreciate that.

373

00:50:28.800 --> 00:50:36.420

Matthew Hoey: No problem mark, I just want to step one one item back, and that was sherry's work.

374

00:50:37.320 --> 00:50:59.010

Matthew Hoey: In terms of the American rescue plan and this potential video that was only one item that I had suggested that sherry take a look at so i've asked her to put together a few opportunities to help promote guilford businesses in the anticipation that the American rescue plans funding.

375

00:51:00.480 --> 00:51:13.110

Matthew Hoey: allows for certain eligible expenses related to economic recovery, economic development, economic recovery, so we may or may not necessarily be limited to just that video.

376

00:51:13.650 --> 00:51:24.210

Matthew Hoey: I think creativity here is it creativity, plus us understanding the guide guidelines which have not yet been issued by treasury in terms of what's eligible expenses.

377

00:51:25.080 --> 00:51:34.470

Matthew Hoey: But I think only imagination may limit us and maybe at some point, some budgetary numbers, but the amount of money that's coming on that coming our way is significant.

378

00:51:35.490 --> 00:51:54.150

Matthew Hoey: And we will be trying to figure out the appropriate balance between bolstering those organizations that that keep people afloat in

the desperate times like this social service agencies nonprofits etc, but clearly there's a wedge cut out in the plan for economic development.

379

00:51:55.800 --> 00:52:08.100

Matthew Hoey: which could include some kind of kickoff event on the Green is one of the things i've asked sherry, to take a look at is there is it can we do you know when when we can start to gather again, which is already available.

380

00:52:09.420 --> 00:52:13.350

Matthew Hoey: There would be some kind of signature event that we could do that would highlight businesses.

381

00:52:13.890 --> 00:52:25.530

Matthew Hoey: You know, not just around the green, but obviously that's one of the areas where it's easiest to put together an event so again sherry will be testing I would assume that she'll be talking to you folks mark.

382

00:52:25.890 --> 00:52:30.630

Matthew Hoey: You and probably other board members specifically about some of the ideas that she's coming up with.

383

00:52:31.650 --> 00:52:34.590

Guilford Host1: Yes, sherry, and I, we met last week to.

384

00:52:34.650 --> 00:52:36.750

Guilford Host1: start formulating a plan.

385

00:52:37.800 --> 00:52:56.280

Guilford Host1: of things that we could present and this this project as as a whole, how to present that to everybody here on etc and kind of carve out what needs, we need to be done, what your opinions are things like that we just didn't have enough time to get it ready for today.

386

00:52:57.720 --> 00:53:00.300

Guilford Host1: So that may come up.

387

00:53:01.560 --> 00:53:09.360

Guilford Host1: Depending on timing that may be something where we put together a special meeting just to discuss that project.

388

00:53:10.620 --> 00:53:16.560

Guilford Host1: and go forward from there, we are allowed to do that, we you know, we do have to give public notice for that, but we.

389

00:53:16.950 --> 00:53:26.940

Guilford Host1: hold a special meeting that will focus on one specific task we can certainly do that and it doesn't have to be a regular time we can hold that anytime.

390

00:53:28.770 --> 00:53:29.190

Guilford Host1: Wendy.

391

00:53:29.370 --> 00:53:34.380

Wendy Dockray: Yes, on asking that is the crash proceed this year in July.

392

00:53:35.040 --> 00:53:39.030

Matthew Hoey: know now the the art the art Center had decided.

393

00:53:40.770 --> 00:53:44.820

Matthew Hoey: Month month and a half ago, that they were not going to do it oh.

394

00:53:46.020 --> 00:53:51.960

Matthew Hoey: that's a significant disappointment, particularly since the going or you know, two weeks after they made their announcement.

395

00:53:52.350 --> 00:54:01.800

Matthew Hoey: announced the relaxation of the crowd gathering sizes so but I think they had they were at a make or break point relative to vendors, etc.

396

00:54:02.190 --> 00:54:13.350

Matthew Hoey: And at that point they made a decision that they didn't think they'd be able to effectively hold it and then I also heard anecdotally that there are still some of the vendors, who are not comfortable being in.

397

00:54:13.890 --> 00:54:22.320

Matthew Hoey: In the in that you know closed environment that traditionally happens inside those tents, so that was another consideration Okay, thank you.

398

00:54:23.400 --> 00:54:26.040

Guilford Host1: matt same question on the little folks fair.

399

00:54:27.660 --> 00:54:29.520

Matthew Hoey: We have not heard yet.

400

00:54:30.570 --> 00:54:34.410

Matthew Hoey: Nor have we received their application, and I suspect they're wrestling with it.

401

00:54:35.610 --> 00:54:42.420

Matthew Hoey: You know, particularly of late, where there's been a significant uptick in cases.

402

00:54:43.440 --> 00:54:52.290

Matthew Hoey: You know the 18 and under crowd and now constituting a much larger share of total cases than anytime to date during the pandemic.

403

00:54:53.670 --> 00:54:59.730

Beth Brause: I did see the St George's carnival announced that they're going on in August, so I saw that is a very nice sign that.

404

00:54:59.760 --> 00:55:00.390

Matthew Hoey: It is.

405

00:55:01.110 --> 00:55:11.100

Matthew Hoey: It is, and then I think we'd someone mentioned earlier, talking to Rick we are going forward with the summer concerts so those those events are going to be taking place as well.

406

00:55:12.420 --> 00:55:14.070

Matthew Hoey: The Governor yesterday announced.

407

00:55:15.450 --> 00:55:30.540

Matthew Hoey: parades probably will be allowable at this point so here to four and the conversations I've had with Larry Santa Maria about the Memorial Day events we were talking about just a very small ceremony only on the green.

408

00:55:31.560 --> 00:55:41.010

Matthew Hoey: This certainly opens the door for for for further discussion, although there is, I still have some hesitancy around some of the events.

409

00:55:42.210 --> 00:55:53.220

Matthew Hoey: That we traditionally done I I would My initial reaction was I was hoping that the first parade would be the Guilford Citizens Day parade for the fair.

410

00:55:54.510 --> 00:55:58.500

Matthew Hoey: And as as a kickoff to the Guilford fair weekend but.

411

00:55:59.520 --> 00:56:00.330

Matthew Hoey: remains to be seen.

412

00:56:01.770 --> 00:56:20.340

Guilford Host1: Which if anybody hasn't seen that the Guilford fair is going on this this September, they announced that they are going to have the fair and we're absolutely thrilled for that, because it brings a lot to the town, for many reasons, but most of all, my eight year old Mrs rides.

413

00:56:24.300 --> 00:56:27.750

Matthew Hoey: And some 64 year olds would love to go to the auction horse pool yeah.

414

00:56:28.590 --> 00:56:28.980

Guilford Host1: You know.

415

00:56:30.150 --> 00:56:31.890

Guilford Host1: i'm there for the food so.

416

00:56:35.880 --> 00:56:36.390

Guilford Host1: Okay.

417

00:56:38.010 --> 00:56:42.000

Guilford Host1: thanks for all the the input matt it's i'm really grateful for it.

418

00:56:42.750 --> 00:56:44.970

Guilford Host1: My pleasure anybody have anything else.

419

00:56:47.010 --> 00:56:50.100

Guilford Host1: Okay, so we'll move into our subcommittees.

420

00:56:51.390 --> 00:57:07.920

Guilford Host1: we'll start with our signage committee and I want to start with a caveat Mike, would you please clearly identify the status of the grant request from Guilford Savings Bank.

421

00:57:08.820 --> 00:57:14.070

tobie/mike meisel: On when when they respond to that because she put so much effort into it okay.

422

00:57:15.180 --> 00:57:26.130

Wendy Dockray: Okay um I guess was in January we applied to the Gilbert Savings Bank for a grant of \$10,000 toward the sign signage program and apparently they lost it.

423

00:57:27.060 --> 00:57:37.110

Wendy Dockray: I know about to receive back and known in America they have received it, but somehow I guess it got lost, so I don't know about 10 days ago we resubmit it Dave David.

424

00:57:37.980 --> 00:57:51.000

Wendy Dockray: you're going to have followed up with the chairman of bank and we received a note saying that they were denying it, but that they were going to send us a message over to the Guilford Foundation, which we also apply to.

425

00:57:51.480 --> 00:58:00.330

Wendy Dockray: indicating that they thought the project would be a good one for the hundred thousand dollars that they apparently donated to the Guilford Foundation last year.

426

00:58:00.780 --> 00:58:12.540

Wendy Dockray: So not that we get \$100,000 but we had applied to the Guilford Foundation for 6500 so now we're hanging our hat on that possibility and that's the explanation.

427

00:58:13.350 --> 00:58:21.150

Guilford Host1: Okay, so just to be clear, the status of this grant is not pending the status of this grant is submitted.

428

00:58:22.290 --> 00:58:38.070

Wendy Dockray: It was submitted, and it was denied and from the Guilford Savings Bank, but they are sending a message over to the Foundation, apparently, they gave the Foundation, a significant amount of money to disperse last year, so they gonna say this is a good project for that.

429

00:58:38.580 --> 00:58:44.070

Guilford Host1: Okay, and hope, have we heard anything from the Foundation was because you said you also applied at the.

430

00:58:44.070 --> 00:58:54.060

Wendy Dockray: foundation yet on vacation when applied to a few weeks ago and they don't and indicate the awards until June 1 that, first, I believe it is.

431

00:58:54.510 --> 00:58:55.980

Guilford Host1: OK, so that is just.

432

00:58:57.420 --> 00:58:57.630

So.

433

00:59:00.330 --> 00:59:03.510

Wendy Dockray: it'll be a while before they make a decision okay.

434

00:59:03.750 --> 00:59:04.080

Great.

435

00:59:06.030 --> 00:59:06.420

Guilford Host1: All right.

436

00:59:07.500 --> 00:59:08.880

Guilford Host1: there's also.

437

00:59:09.960 --> 00:59:17.760

Guilford Host1: The fiduciary for the funds originally was the Chamber of Commerce, but that has moved to the.

438

00:59:18.960 --> 00:59:21.360

Guilford Host1: Keeping society of the preservation lines.

439

00:59:21.750 --> 00:59:23.670

tobie/mike meisel: reservation online okay.

440

00:59:23.700 --> 00:59:26.490

Guilford Host1: So has that been done has the money moved.

441

00:59:26.730 --> 00:59:28.080

Yes, okay.

442

00:59:29.550 --> 00:59:40.890

Guilford Host1: So the only reason that they were keeping the the Chamber foundation account open was because they were waiting for the application on guilford savings bank.

443

00:59:41.910 --> 00:59:47.130

tobie/mike meisel: Well, that and also we had solicited by show of.

444

00:59:48.330 --> 01:00:06.480

tobie/mike meisel: You know potential donors and instructed them to make their checks payable to the Chamber commerce foundation, so there had to be an open checking account that clear those checks before there could be a transfer over to the GPA.

445

01:00:07.290 --> 01:00:07.800

Okay.

446

01:00:09.900 --> 01:00:18.540

Guilford Host1: So have have you reached out to those businesses that are still or those dumped potential donors.

447

01:00:20.310 --> 01:00:21.660

Guilford Host1: to let them know of.

448

01:00:21.690 --> 01:00:41.640

tobie/mike meisel: The change in the fiduciary now now there's two there's too many, and it would be hard for us to track, but on the other hand, we've sent out a new form of solicitation letter that gives instructions to have the checks payable made payable to the guilford preservation alliance.

449

01:00:43.410 --> 01:00:43.830

Guilford Host1: Okay.

450

01:00:47.310 --> 01:01:01.860

tobie/mike meisel: And I don't know that there have been I haven't heard of any checks coming in, since we've made the change, at least not in the last couple of weeks, so the transition is is happening or has happened pretty cleanly.

451

01:01:02.430 --> 01:01:03.840

Guilford Host1: Okay, so.

452

01:01:05.070 --> 01:01:05.640
tobie/mike meisel: So the.

453

01:01:06.780 --> 01:01:16.260
tobie/mike meisel: Last shall be no Shelby the GM Ford Foundation and the
guilford savings bank were too far, you know primary.

454

01:01:17.880 --> 01:01:38.220
tobie/mike meisel: potential donors, so the bad news is that guilford
savings bank is not going to make a separate donation The good news is
that it seems that the Gilbert savings bank will support our applications
of the guilford Foundation and the history of this very briefly, is there
had been an application.

455

01:01:39.270 --> 01:02:00.840
tobie/mike meisel: To the guilford foundation on a couple of years ago to
support the side project and the Gilbert foundation at that time denied
making a donation they turned it down this time around we're hoping that
they will look favorably on it, because we have.

456

01:02:02.010 --> 01:02:22.710
tobie/mike meisel: What you could call a shovel ready project, you know
we're extremely critical, at this point and we're hopeful that, with the
support of the application that might be prepared for the grant and with
the support of guilford savings bank that will have a good outcome.

457

01:02:25.410 --> 01:02:36.690
Guilford Host1: that's great Mike my concern right now is on the the
Chamber foundation and anybody who's been asked to make a check payable
to the Chamber foundation.

458

01:02:37.080 --> 01:02:51.030
Guilford Host1: I strongly strongly recommend that they be read that
anybody who's out there, pending that has that information that somebody
reach out to them and have that change to the guilford preservation
alliance.

459

01:02:51.270 --> 01:02:59.940
tobie/mike meisel: I will be happy to address that and our next time
monthly meeting and, hopefully, those who sent out the solicitations.

460

01:03:00.330 --> 01:03:16.980
tobie/mike meisel: I can determine who those potential donors might be
and actually and I might be a good idea mark, because we can remind those
who haven't donated that we'd like to see a check from them so it's
actually you know, maybe there's a silver lining in there, so I think so.

461

01:03:18.930 --> 01:03:24.300

Guilford Host1: I think that's a great idea that you should reach out to everybody a second time and say hey we've made a change.

462

01:03:26.070 --> 01:03:37.050

Guilford Host1: We originally said, make checks payable to this but we've made a change, please make checks payable to that it gives you another touch point to reach out to people and it takes the burden off the chamber of commerce has.

463

01:03:38.610 --> 01:03:39.750

Guilford Host1: to happen sooner right.

464

01:03:40.530 --> 01:03:49.140

tobie/mike meisel: Now, with a with it with a spreadsheet where we're capturing the name of the individual being solicited by.

465

01:03:50.250 --> 01:03:55.440

tobie/mike meisel: Data request the date of receipt of the donation and other pertinent information.

466

01:03:56.550 --> 01:04:09.060

tobie/mike meisel: That that unless, of course, is only as good as the people who advise us of who they soliciting so it's you know it's it's going it's going well, let me report on that.

467

01:04:09.900 --> 01:04:21.840

tobie/mike meisel: as quickly as I can I, you know I, I am also happy I didn't hit the followed city wow what a great what a great young woman and how impressive.

468

01:04:22.440 --> 01:04:36.540

tobie/mike meisel: was her report just fantastic since our last our last report we've added Sue robbins a Community leader to our committee and Sue already has been a productive solicitor on.

469

01:04:37.470 --> 01:04:53.370

tobie/mike meisel: In addition to the efforts of Sue Dave Egan Tracy and others we've made significant progress in our fundraising last month I recorded that our total donations were \$17,900.

470

01:04:54.270 --> 01:05:08.160

tobie/mike meisel: Today we're now at \$19,650 that includes an original \$500 of seed money that certain of the committee members contributed.

471

01:05:09.000 --> 01:05:24.480

tobie/mike meisel: A couple of years ago, so 19,650 is today's total addition to all the efforts and fundraising we're currently focused on satisfying that the ot requirements.

472

01:05:25.020 --> 01:05:39.120

tobie/mike meisel: For permit to install the signs sherry with grind the clones help thankfully located on massive it been done showing the location of the proposed.

473

01:05:41.130 --> 01:05:45.240

tobie/mike meisel: Of the signs on the on the.

474

01:05:46.560 --> 01:05:59.730

tobie/mike meisel: state property and if we hadn't found those that would have been a significant obstacle to recreate them they're actually on on Google maps and they have to be precise.

475

01:06:00.180 --> 01:06:12.150

tobie/mike meisel: And it's part of the big requirements for the do T approval we've also updated our site design to comply with the requirements.

476

01:06:12.870 --> 01:06:27.510

tobie/mike meisel: The material which you could guess has to be breakaway in case there's an accident, you know where a car or a truck hits the Simon has to break away, and so what john Miller of auto graphics are assigned maker.

477

01:06:28.650 --> 01:06:39.990

tobie/mike meisel: has been in touch with the D O T representative directly and he's worked out the issues of material, in addition, one of our committee members.

478

01:06:40.890 --> 01:06:58.440

tobie/mike meisel: Mary repair it has been working with john Cunningham, a landscape architect on a new design of the basis for the signs, our intention is to not only keep the weeds down, but to minimize future maintenance so that's another.

479

01:06:59.460 --> 01:07:02.940

tobie/mike meisel: Significant detail into detail but it's a significant one.

480

01:07:04.530 --> 01:07:19.620

tobie/mike meisel: Beyond that we've recently advanced 40 \$300 to john Miller auto graphics as a deposit to get on his on manufacturing or production calendar.

481

01:07:20.280 --> 01:07:29.640

tobie/mike meisel: john Miller is also helping us to fulfill the requirements of that the D O T as impose before the issuance of the permit.

482

01:07:30.150 --> 01:07:45.810

tobie/mike meisel: Last but not least, we can use everyone's help and soliciting on we've been focusing, as you know from past reports on on real estate brokers and financial advisors law firms CPA.

483

01:07:46.290 --> 01:07:55.800

tobie/mike meisel: Insurance agencies and Community organizations like the Rotary and we're happy to have anybody's bright idea for soliciting.

484

01:07:56.400 --> 01:08:13.710

tobie/mike meisel: any potential donor Dave you think might be productive whether it's \$50 \$100 \$500 1000 whatever we can bring in is welcome, and if you shoot me an email i'll send you a form of solicitation letter which you can adapt and.

485

01:08:17.760 --> 01:08:34.860

Guilford Host1: Great Thank you very much Mike I really appreciate all the effort that you and Wendy and Dave have put into this it's really i'm glad this is moving forward and and hopefully by a little further into the spring, we have the funds we need to get started and.

486

01:08:35.070 --> 01:08:36.030

tobie/mike meisel: Tracy to.

487

01:08:36.360 --> 01:08:37.560

Guilford Host1: Know Tracy i'm sorry yes.

488

01:08:38.610 --> 01:08:51.630

Guilford Host1: My apologies okay we're going to move into our tax exempt tax incentive portion I believe we have an update on that from matt.

489

01:08:54.900 --> 01:08:56.190
Guilford Host1: surprise you there didn't I.

490
01:08:57.660 --> 01:08:58.200
Guilford Host1: you're on mute.

491
01:09:02.700 --> 01:09:11.040
Matthew Hoey: Alright, I apologize, I was a momentarily distracted somebody walked into my office and ask the question, would you please repeat what i'm supposed to be doing the talking about the.

492
01:09:11.280 --> 01:09:13.200
Guilford Host1: tax incentive for incentives yep.

493
01:09:14.040 --> 01:09:17.610
Matthew Hoey: All right, hopefully, you all received the the document.

494
01:09:19.170 --> 01:09:31.290
Matthew Hoey: And thank first off, thank you very much for the Commission having a the genesis of getting this moving I know we started this with Brian, mark you and Brian mcglone started this oh geez what a year and a half ago, maybe.

495
01:09:31.620 --> 01:09:32.790
Matthew Hoey: Starting talking about.

496
01:09:32.910 --> 01:09:34.230
Guilford Host1: The name, he did all the work.

497
01:09:34.620 --> 01:09:37.620
Matthew Hoey: And then amy did well and you finally got somebody who gets things done.

498
01:09:38.010 --> 01:09:38.790
Guilford Host1: Well, you know.

499
01:09:40.470 --> 01:09:56.880
Matthew Hoey: But, and again this is this, this is has moved that faster than the glacial pace with the with which many other musical projects go and I want to thank pete for peak bear for having done the research what you see here is.

500
01:09:58.320 --> 01:10:09.360

Matthew Hoey: A tax incentive policy that incorporate some of the things that amy had put together, but also, more importantly, act more consistent is more consistent with the current state statutes.

501

01:10:10.440 --> 01:10:20.250

Matthew Hoey: Some of the examples that had been used from other communities were largely framed off of the older statutes related to.

502

01:10:21.300 --> 01:10:22.260

Matthew Hoey: These policies.

503

01:10:23.340 --> 01:10:33.300

Matthew Hoey: And, in fact, the new Statute authorizes the board of selectmen to do these programs, with or without a formal policy anyone would be entitled to come and.

504

01:10:33.690 --> 01:10:41.670

Matthew Hoey: Any developer would have been entitled to come and talk to us about it because the authority is rested in the state statutes for the board of selectmen to move forward.

505

01:10:42.690 --> 01:10:52.230

Matthew Hoey: So, as you can, as you can see, we have put a framework together that somewhat resembles what what was originally proposed, in terms of a schedule.

506

01:10:53.700 --> 01:11:00.330

Matthew Hoey: And again, we sort of codified the types of businesses and projects that we want to have targeted by that and I think that's important.

507

01:11:00.990 --> 01:11:07.890

Matthew Hoey: To highlight those and they are business projects which generate additional revenue through real estate taxes provide.

508

01:11:08.340 --> 01:11:12.750

Matthew Hoey: lasting employment opportunities occupy use indoor preserver historic site.

509

01:11:13.170 --> 01:11:22.410

Matthew Hoey: increase the stock of sustainable and affordable housing and demonstrate a commitment to environmentally sustainable facilities business practices and or products and services.

510

01:11:22.980 --> 01:11:44.460

Matthew Hoey: I will note that on yesterday's meeting the board of selectmen endorsed this policy and move to enact it as a as a framework for us making decisions, relative to developers requesting this type of assistance pending further input from you folks we can always revise it.

511

01:11:45.510 --> 01:11:56.850

Matthew Hoey: But the Board has moved forward with adopting the policy, as is but, again, we are willing to take any further considerations or suggestions from from the Commission.

512

01:11:57.450 --> 01:12:06.060

Matthew Hoey: And I think what it does is, and this is, in large measure it symbolic in that it, it says Guilford is now open its open for business.

513

01:12:07.110 --> 01:12:10.860

Matthew Hoey: I think there was a sentiment and Charlie have heard expressed it very well yesterday.

514

01:12:12.450 --> 01:12:22.110

Matthew Hoey: That based on the resistance that some projects have faced in this Community for for viable and maybe suspect reasons in the past.

515

01:12:23.070 --> 01:12:31.500

Matthew Hoey: Concerns over character concerns over neighborhoods concerns over changing you know, changing the zoning rules and regulations.

516

01:12:32.310 --> 01:12:42.090

Matthew Hoey: But, nonetheless, I think that this signifies is that we are proactive, even though the state statutes, allow us to do this, we are now proactively saying Guilford is open for business and.

517

01:12:43.230 --> 01:13:06.060

Matthew Hoey: I intend to use this and promote this through the various means that we have at our disposal press releases website those kind of things sharing, obviously with the Chamber any materials that you guys put out perhaps some of the stuff that Sherry is is working on for code relief.

518

01:13:07.470 --> 01:13:11.700

Matthew Hoey: So, in large measure, this is your work.

519

01:13:12.870 --> 01:13:18.000

Matthew Hoey: fine tuned and then with the appropriate legal spin put on it so.

520

01:13:19.200 --> 01:13:24.570

Matthew Hoey: When I watch it boom bleeding and the guy in the Center of my screen is the one that is supposed to keep me out of jail.

521

01:13:24.930 --> 01:13:25.260

So.

522

01:13:27.210 --> 01:13:31.260

Matthew Hoey: pete I don't know if there's anything you want to add to to what I just summarize.

523

01:13:36.930 --> 01:13:38.910

peter barrett: Sure hi good morning everyone.

524

01:13:41.190 --> 01:13:53.160

peter barrett: And what the work that you did was helpful you'll see in some ways we've tried to pull that into what we're doing here, I think the primary thing being that when when we.

525

01:13:53.880 --> 01:14:09.120

peter barrett: establish a an assessment deferral or a tax incentive, it will be over a number of years and phased in, so as much as the newest version of the Statute allows for deferrals up to 10 years.

526

01:14:12.330 --> 01:14:14.820

peter barrett: and real estate particular schedule.

527

01:14:16.050 --> 01:14:27.600

peter barrett: at all, so we don't necessarily need to do that, but on the other hand, as we're you know kicking this around and with matt we really put this together as a framework for discussion.

528

01:14:28.860 --> 01:14:42.390

peter barrett: But we thought it would be wise to if potential developers some idea of what they would be looking at and that's why we kept that schedule in.

529

01:14:42.960 --> 01:14:56.940

peter barrett: Really, based upon the the eat equal phase in over a period of time that you folks had suggested some of your other comments also very helpful, but what we're going to do this.

530

01:14:58.110 --> 01:15:13.920

peter barrett: type of program requires a written agreement that is presented to the board of selectmen that they then must approve by an affirmative vote so some of the further detail we're going to put in that agreement.

531

01:15:16.410 --> 01:15:23.280

peter barrett: The i'm trying to think of one of the examples here, for instance, you folks had.

532

01:15:24.750 --> 01:15:28.890

peter barrett: expressed some concern what if the assessment doesn't come out.

533

01:15:30.900 --> 01:15:49.890

peter barrett: At the same amount that you know everyone was planning on, I think we can address that in the agreement itself oh your input was helpful not only framing what our policy would look like, but it it gave me some thoughts about what I want to include in our our.

534

01:15:51.060 --> 01:15:53.610

peter barrett: template freeman i'm.

535

01:15:54.930 --> 01:15:59.310

peter barrett: sure to that you know, maybe the best thing is like i'm available to answer any questions if you have.

536

01:16:05.520 --> 01:16:07.170

Guilford Host1: Okay, and so.

537

01:16:11.400 --> 01:16:14.010

Guilford Host1: it's it's great this is.

538

01:16:15.120 --> 01:16:21.210

Guilford Host1: it's nice to see another project that we're involved in come to fruition.

539

01:16:23.190 --> 01:16:36.090

Guilford Host1: And you know, can we do to help stand out in our Community and further enhance our Community, you know that's that's one of our primary goals as EDC.

540

01:16:38.880 --> 01:16:42.390

Diane Petra: Mark Can I make a request to have a document sent to me please.

541

01:16:42.930 --> 01:16:43.410

Guilford Host1: I haven't seen.

542

01:16:44.190 --> 01:16:45.780

Guilford Host1: It wasn't I thought it went to everybody.

543

01:16:47.550 --> 01:16:52.500

Diane Petra: I haven't gotten emails for a couple months from the Commission so i'm kind of behind the times, oh.

544

01:16:53.490 --> 01:16:55.020

Amy Earls: I don't see that I got it either.

545

01:16:55.200 --> 01:16:55.590

Wendy Dockray: I didn't.

546

01:16:58.800 --> 01:17:02.310

davidegan: yeah you better include me in that list of not getting it to.

547

01:17:03.390 --> 01:17:04.800

tracy Brent: me just resend it to everyone.

548

01:17:06.180 --> 01:17:07.020

Guilford Host1: can do that.

549

01:17:08.280 --> 01:17:09.570

Guilford Host1: I thought it went to everyone.

550

01:17:12.570 --> 01:17:13.470

peter barrett: No questions.

551

01:17:13.740 --> 01:17:14.100

well.

552

01:17:15.210 --> 01:17:15.720

Guilford Host1: So.

553

01:17:15.960 --> 01:17:18.420
Guilford Host1: we're gonna see you next month right p.

554
01:17:24.090 --> 01:17:25.260
Guilford Host1: Tracy.

555
01:17:30.660 --> 01:17:31.770
Guilford Host1: said you had a question.

556
01:17:32.190 --> 01:17:33.630
Wendy Dockray: On that I haven't seen the document.

557
01:17:34.680 --> 01:17:36.300
Wendy Dockray: In terms of if there's a product.

558
01:17:37.500 --> 01:17:46.530
Wendy Dockray: It sounds like the selectmen are taking on a huge amount of a decision making on this, so my question is, does the project have to still be approved by planning and zoning.

559
01:17:47.130 --> 01:17:58.680
Wendy Dockray: Is there a role for the EDC in this at all in terms of review just a couple questions or other offices or agents within guilford.

560
01:18:00.600 --> 01:18:01.050
Wendy Dockray: Government.

561
01:18:01.530 --> 01:18:02.220
peter barrett: manual want to.

562
01:18:02.250 --> 01:18:10.290
Matthew Hoey: I can address it or yeah, I think, as people tell you the Statute is pretty clear that is the responsibility of the board of selectmen to make those.

563
01:18:10.290 --> 01:18:21.750
Matthew Hoey: Decisions clearly the board would welcome input from from the EDC and I would think just as a matter of course, we would probably send copies of those.

564
01:18:23.430 --> 01:18:38.100

Matthew Hoey: proposed utilizations of this policy to you for input, but I, but I also think that you guys might at some point, want to be advocates for those those projects.

565

01:18:39.000 --> 01:18:50.670

Matthew Hoey: as it relates to the other question you had Wendy which is yes, it still is dependent on traditional land use regulations and authorization so.

566

01:18:51.630 --> 01:19:03.540

Matthew Hoey: It It really is it really is just an additional incentive to help them get over maybe the financial hurdles that make or break a project or.

567

01:19:04.080 --> 01:19:17.310

Matthew Hoey: or make or make it so that it happens in Guilford and not Madison or it happens in Goff and not North Branford so that's really the essence of this but yeah good questions, yes regulatory.

568

01:19:18.330 --> 01:19:23.880

Matthew Hoey: requirements are not eased or relax and certainly we would welcome your input.

569

01:19:25.830 --> 01:19:34.170

Matthew Hoey: To the border to to inform the board of selectmen in terms of each individual decisions, I might add also that again this that.

570

01:19:34.590 --> 01:19:49.830

Matthew Hoey: That framework of tax abatement schedule is exactly that it's a framework as Pete said, well, we could go up to 10 years we will only contemplate it on this framework seven years and then you know, obviously.

571

01:19:50.940 --> 01:19:55.530

Matthew Hoey: The the range in terms of dollars spent could be adjusted, if need be.

572

01:19:56.100 --> 01:20:14.820

Matthew Hoey: However, I felt it important for us to have a framework for our decisions going forward and one can quibble of whether or not it's you know 500,000 to 2.999 or it should be, you know, a million to 2.999, but I think the flexibility that's a statute gives us in terms of.

573

01:20:16.110 --> 01:20:20.970

Matthew Hoey: The range in terms of 10 years gives us a great deal of leeway.

574

01:20:21.450 --> 01:20:32.520

Matthew Hoey: It also potentially opens us up to some challenges, you know you did this for them, and why won't you do it for for for those folks, so there is some challenges there, which is why the framework.

575

01:20:32.940 --> 01:20:44.400

Matthew Hoey: I think, is there and we probably look to stick to the framework as closely as possible, but then on a one off basis consider alternatives to that framework peak was out all right.

576

01:20:46.020 --> 01:20:57.090

peter barrett: yeah that that sounds good, but i'll also add this so this, this is a policy basically that we want to as matt says, promote put it on the website.

577

01:20:57.990 --> 01:21:07.170

peter barrett: But there's more work to do on this, for instance, I, as I mentioned off up put together a template agreement that would would go before the board of selectmen anytime.

578

01:21:07.860 --> 01:21:19.320

peter barrett: that the agreement is being proposed, and we also have to put together an application process and we just basically, as I understand, and now we'll talk more about this.

579

01:21:20.430 --> 01:21:33.030

peter barrett: As we need to put on the screening process so that I can at least in my mind i'm thinking our economic development coordinator another we shouldn't have to select you know, taking.

580

01:21:33.720 --> 01:21:50.280

peter barrett: proposals from people, it should become through an application process there'll be a person charged with taking that look maybe doing the negotiating with them, what are your expectations here, what can we realistically offer before it gets to the board of selectmen.

581

01:21:52.320 --> 01:21:55.380

peter barrett: And so, at that point we can engage.

582

01:21:56.760 --> 01:22:01.770

peter barrett: Really, whoever whoever we want to do that screening process.

583

01:22:02.940 --> 01:22:14.010

Matthew Hoey: hey that's a that's a great point and I thank you for mopping up after me sherry would clearly pay play a critical role in this as our front door.

584

01:22:15.060 --> 01:22:25.560

Matthew Hoey: To economic development for the Community that really we are her role, and I would think I would suggest that the developer will interface with with her at the outset.

585

01:22:26.580 --> 01:22:41.190

Matthew Hoey: So that she assist them and pulling together the proposal, the recommendation, the application and inform them as to what the parameters of the program are so sherry would have a substantial role in this and bike, by extension, you guys have enrolled as well.

586

01:22:45.150 --> 01:22:51.630

Guilford Host1: Okay, great Thank you very much appreciate all of all the extra effort that you guys have put into this.

587

01:22:54.870 --> 01:23:00.450

Guilford Host1: Anything else on the text and sentence before I did send it out there, you should have it all in your email now.

588

01:23:01.800 --> 01:23:02.370

tracy Brent: saved.

589

01:23:02.760 --> 01:23:08.310

Guilford Host1: I thought that it had gone to everybody, I didn't realize it just to me sorry.

590

01:23:13.530 --> 01:23:14.220

Guilford Host1: OK.

591

01:23:15.390 --> 01:23:18.270

Guilford Host1: So, moving to new business do we have any new business.

592

01:23:21.180 --> 01:23:21.660

Guilford Host1: Okay.

593

01:23:23.670 --> 01:23:33.240

Diane Petra: Do you have a question or a suggestion i'd like to make to the Commission sure i'm pretty involved with a group called bio Connecticut.

594

01:23:33.810 --> 01:23:50.850

Diane Petra: And I noticed that brantford new haven and some other towns are are as involved with bio Connecticut and I think that guilford as a municipality also should be a member of that because it involves.

595

01:23:52.440 --> 01:23:54.000

Diane Petra: Some sponsorship.

596

01:23:55.080 --> 01:24:05.490

Diane Petra: From bio Connecticut and some particularly that they pay attention to the town of guilford in the area for bio science and biotechnology development.

597

01:24:06.750 --> 01:24:21.780

Diane Petra: Just kind of notes that were very interested, I have no idea of what the fee would be for a municipality PETRA construction is a member and we're pretty active in terms of what's happening with with all.

598

01:24:24.180 --> 01:24:26.460

Diane Petra: With bad Connecticut so just a suggestion.

599

01:24:28.230 --> 01:24:41.100

Guilford Host1: Okay, if you have some information that you can afford to us about them a website something so we can get some information about the organization what they do, that would be a great starting place for us.

600

01:24:41.610 --> 01:24:42.930

Diane Petra: Okay perfect.

601

01:24:44.280 --> 01:24:45.900

Guilford Host1: Any other new business.

602

01:24:49.350 --> 01:24:52.110

Guilford Host1: will move into old business small business.

603

01:24:56.490 --> 01:24:58.680

Guilford Host1: hey hearing none will move into a place.

604

01:25:01.140 --> 01:25:07.800

Guilford Host1: We have one invoice for recording services for the month of March.

605

01:25:10.680 --> 01:25:19.140

Guilford Host1: 2017 720 dollars 75 cents an hour for a total of \$63 I need a motion to approve.

606

01:25:22.890 --> 01:25:24.270

Guilford Host1: Thank you, David I need a second.

607

01:25:26.850 --> 01:25:29.820

Guilford Host1: Thank you Wendy that's Okay, and all those in favor.

608

01:25:30.270 --> 01:25:30.750

Aye.

609

01:25:36.090 --> 01:25:36.720

Guilford Host1: pays.

610

01:25:37.950 --> 01:25:40.620

Guilford Host1: Half of judy's comcast bill this month great.

611

01:25:47.310 --> 01:25:55.590

Guilford Host1: All right, i'm just gonna remind everybody, one more time if anybody is interested in being vice chair, please reach out to me and.

612

01:25:57.420 --> 01:25:59.460

Guilford Host1: You have to have an election on that at our.

613

01:25:59.460 --> 01:25:59.910

Next.

614

01:26:01.800 --> 01:26:04.200

Guilford Host1: All That being said, I need a motion to adjourn.

615

01:26:05.790 --> 01:26:06.090

davidegan: So.

616

01:26:07.680 --> 01:26:09.540

Guilford Host1: i'm gonna take windy on that one David you.

617

01:26:12.870 --> 01:26:13.710

Guilford Host1: need a second.

618

01:26:14.730 --> 01:26:19.680

Guilford Host1: i'll say okay great thanks David all right all those in favor.

619

01:26:20.490 --> 01:26:20.790

All right.

620

01:26:21.990 --> 01:26:26.880

Guilford Host1: Thank you all very much we will see see you next month.

621

01:26:27.780 --> 01:26:29.640

Matthew Hoey: mark and Mike or we can stay on the call.

622

01:26:30.300 --> 01:26:37.350

Guilford Host1: You answered my question so i'll probably harass you at a another point in time, this month.

623

01:26:38.250 --> 01:26:44.760

tobie/mike meisel: Okay, can you as the host can you keep an eye on for five minutes 10 minutes.

624

01:26:46.980 --> 01:26:50.310

Guilford Host1: Yes, but let me stop the recording.

625

01:26:50.760 --> 01:26:51.330

Yes.

626

01:26:53.160 --> 01:26:54.360

I do that, though here.