

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, May 15, 2018

6:30 PM

East Hampton Town Hall

DRAFT MINUTES

Present: Tim Csere, Erin Hall, Ted Turner, Robyn Letourneau, Walt Jedziniak, and Kate Adams.

Absent: Matthew Joseff

Call to Order: Vice Chairman Csere called the meeting to order at 6:30 p.m.

Approval of Minutes

- a) *A motion was made by Ms. Hall and seconded by Ms. Letourneau to approve the regular meeting minutes from April 17, 2018. Voted 5-0.*

Public Comment: None

Old Business:

New Business Update

A Planning and Zoning handout of approved new businesses had been handed out to the commission members.

Discussion of New Business Banner Locations

The banner was dropped off to Black Birch & Grace. It was hung up on their store front for display. The committee wants to encourage the store owners post the banner hanging on their store front on their website or to social media if possible. Yellow Marigold is moving location to Route 66; Wild Roots will be awarded the banner first then Yellow Marigold will be awarded next once they're in the new location.

Belltown Spotlight on Business

The committee members discussed different ways to invite business owners to attend the EDC meetings. There was an idea to have the owner of the business of the month come to the meeting to be awarded the banner and have their picture taken for the article in the East Hampton Events

magazine. A nomination process should be set up with the committee to figure out which business should be next for Belltown Spotlight.

A motion was made by Ms. Adams and seconded by Ms. Letourneau to nominate Carl Guild the Belltown Spotlight Business for July 2018. Voted 6-0.

Commission Members' Business Outreach Reports

The brochures would be a helpful way to get more businesses known and recognized.

Spring Business Showcase Event Update

This event would be along the same lines as the event from back in the fall. The fall event should be about businesses networking with other businesses and making connections; while the spring event is more focused on getting the families and citizens of the town more familiar with the businesses within the town. The purpose of these events is to keep spreading information of new and current businesses to the residents of the town. There was a brief discussion on differing locations for the events, but nothing was finalized.

Town Brochures

The committee members discussed making two separate brochures for tourists and for residents. The brochures for the residents would list local businesses catering to different needs; i.e. food, crafts, clothing, etc. The brochure would be a way to help citizens get to know the town better; while helping the businesses within the town grow. The tourist brochures would cater to those who don't live in the town and whom aren't familiar with the businesses in town. Like the resident brochure, the businesses could be listed to cater to the tourists' needs. Coupons within in the brochures could be added to help stimulate attendance to some or most businesses.

A motion was made by Ms. Hall and seconded by Ms. Letourneau to recommend Mr. Turner contact the brochure printers to get the information for the brochures and set up a guide to East Hampton brochure. Voted 6-0.

New Business

Town Beautification

The committee can collaborate with town beautification projects with the town. There was a discussion on how best to approach this project. A suggestion was made to have a day for beautification in one centralized area in town. There could be volunteers to help with the project from Boy Scouts looking to get their Eagle Scout award to students from the schools in town. There isn't a definite start time; but there was a suggestion made to have this project operate year-round.

Meeting Minutes to Businesses

The question of getting meeting minutes to businesses wanting to know what is happening with the committee was discussed. The suggestion of having the business owners' attend the meetings

was brought up. The owners could also be awarded the banner and have their picture taken at the meeting to gain more attendance for the meetings. But the meeting minutes are posted on the town website and can be easily obtained in that source.

Discussion of Tourism

A suggestion was made to have events to draw more tourists into town. There could be two or three businesses that collaborate on an event to gain more awareness. Social media can help the businesses if they set the event up through Groupon or Airbnb or other sites that pertain to their businesses. An example would be if a bed and breakfast teamed up with a kayak/ canoe rental shop to give a discount to tourists if they use both businesses. There should also be EDC sponsored events as well to get the commission and its goals known. The commission also needs to establish a relationship with the businesses to start the process of setting up events for tourism. The town brochures would be another aspect of getting more tourism into town and the local businesses.

Collaboration with Chamber of Commerce/ Other EDC Groups

There was discussion of visiting of EDC committees within the state to observe how their meetings and committees are maintained and operated. The members could get ideas from other committee's websites.

Discussion of Donkey & Mule Show

This topic was moved to next meeting.

Town Manager's Report: None

Public Comment: None

Adjournment: *At 7:52 p.m. Ms. Hall moved to adjourn. Ms. Letourneau seconded. Voted 4-0. (Mr. Jedziniak and Chairman Turner had to leave at 7:45 p.m.)*

Respectfully Submitted,

Katrina Aligata

Recording Clerk