

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, June 19, 2018

6:30 P.M.

East Hampton Town Hall

Present: Tim Csere, Robyn Letourneau, Ted Turner, Kate Adams- Conference Call.

Absent: Matthew Joseff, Erin Hall, and Walt Jedziniak.

Call to Order: Chairman Turner called the meeting to order at 6:37 P.M.

Approval of Minutes:

- a) *A motion was made by Ms. Letourneau and seconded by Mr. Csere to approve the regular meeting minutes, with the amended sentence stating 'Mr. Turner would contact the brochure printers' be changed to 'Mr. Csere would contact the brochure printers', from May 15, 2018. Voted 4-0.*

Public Comment: None

Old Business:

Business Package Promotion: The commission members discussed a promotional collaboration between the businesses in town to aid the growth of tourism in the town. The idea would be to offer coupons or discounts to tourists if they visit a business or businesses in the town. An example would be; if a couple stayed at the Bevin house and they wanted to go kayaking on the lake they could get a coupon or a percentage off for staying in the local inn/ bed and breakfast. There was a small discussion on whether to have brochures made for this type of promotion, but that brochure and the town's business brochures could become mixed up and confused. There was a suggestion to have the owner's interested in the idea come to a future meeting, so they could collaborate and figure out the details that would best help their businesses. There was a comment made about promoting these coupons through media like Groupon and others. How to contact the social media sites would have to further be researched.

Tourism: This topic on the agenda should be grouped together with the town brochures. There was a suggestion to combine the Business Package Promotion and Tourism topics on the agenda.

New Business Update: Black Walnut Bread Co. will be opening soon in their store location.

Discussion of New Business Banner Location: Black Birch and Grace is in possession of the banner now. Once their month time line is up the banner will then go to Wildroots. After Wildroots the banner will go to Yellow Marigold; and after Yellow Marigold it will be presented to Black Walnut Bread Co.

Belltown Spotlight on Business: Carl Guild will be July's Business of the Month and will be presented with the banner once the allotted time is up for the previous business. Old Bank Flowers and Greenery is June's Business of the Month. The commission members discussed how businesses and the owners become Business of the Month and how they're put on the list. There was a suggestion to have the owners come to an EDC meeting and talk with the members to inform them of the owner's business. Also, a letter of recommendation was suggested as a possible other solution. Have the owner or a friend write a letter to the commission stating why the business should be Business of the Month.

Commission Members' Business Outreach Reports: This topic was pushed to the next meeting.

Town Brochures: Essex Printing gave Mr. Csere a quote to produce the brochures. The overall amount for printing 5,000 copies would be \$3,134.48. It was pointed out that the commission doesn't have an official logo. The next meeting will have a larger discussion on how to design the brochures, that way the whole commission will have input.

A motion was made by Ms. Letourneau and seconded by Ms. Adams to approve Essex Printing to print 5,000 copies of the town brochure for the amount of \$3,134.48. Voted 4-0 in favor.

New Business:

EDC Business Scavenger Hunt: The scavenger hunt will have people going from business to business in town doing different things at each establishment. For instance, the next thing for the scavenger hunt is to go to The Dublin and order a side of French fries. If a person completes that task they would be presented with a little trinket. Once someone has the allotted number of trinkets they would win a prize or given an award. This prospect would be to help the businesses in the town grow and gain more presence in the town and with the citizens. A suggestion was to have the announcements come over social media like Facebook and Instagram. A name for the scavenger hunt was suggested; Do You Know East Hampton Challenge. The members will be putting out a teaser to announce the scavenger hunt for it's official launch just to gain interest from the community.

Town Beautification: There was a suggestion to add a small stone wall and planted flowers around the town welcome signs. The members want to wait to discuss further ideas for a whole commission meeting.

EDC & Arts & Culture Commission Collaborative Event for 2019: There was a suggestion made to through an event involving the EDC and the Arts & Culture Commission. To start planning the EDC could visit the Arts & Culture Commission or invite them to visit and EDC meeting to see if there is any interest in an event like this. The members want to wait until next meeting to discuss this topic further.

Discussion of Donkey and Mule Show: This topic has been moved to next meeting.

Town Manager's Report: None

Public Comment: None

Adjournment: *At 7:34 p.m. Ms. Adams moved to adjourn. Ms. Letourneau seconded. Voted 4-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk