

**Town of East Hampton
Economic Development Commission
Regular Meeting**

Tuesday, February 18, 2020

6:30 P.M.

East Hampton Town Hall

MINUTES

Present: Chairman Ted Turner (left at 6:50 PM), Tim Csere, Robin Letourneau (arrived at 6:32 PM), Walt Jedziniak, Christopher Ott, and Matthew Reich.

Absent: None

Call to Order: Chairman Turner called the meeting to order at 6:30 P.M.

Approval of Minutes:

- a) *A motion was made by Mr. Csere, seconded by Mr. Jedziniak, to approve the January 21st, 2019 regular meeting minutes with no changes. Voted 5-0 in favor.*

Public Comment: None

Old Business:

- a) **Business Package Promotion & Tourism:** The resigned members need to be contacted to figure out how much of their part of the pamphlet was completed. All their information for the pamphlet should be given to the members of the commission. The print deadline may be for April; but the members want to have the pamphlet ready for when the new Town Hall opens. This will ensure the correct information will be included in the pamphlet. The decision of which businesses to include in the pamphlet. The small businesses that answered the inquiries from the newspaper ad and the Facebook announcement will automatically be added in the pamphlet. It was suggested to have the members compile 10 local businesses each. During a meeting, the members will go through each one by one and decided which business will be added in the pamphlet. It was also suggested to go back and look up all the Business of the Month businesses. The businesses will need to be checked and verified before being included with the other businesses. There was a suggestion to add a “note” section in the back of the pamphlet to lend room to write in the pamphlet. A form to add a business into the pamphlet was also discussed. The members decided to print in small batches every 6 month to have a version for each ‘season’. This could also let the local businesses get a chance to be in the pamphlet for one or more of the issues.
- b) **New Business Update/ New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed the minutes attached to the meeting agenda.
- c) **New Business Banner Locations:** The banner will be at Happy Paws then to Sweet Jean’s.

d) **Belltown Spotlight on Business:** The Bevin Brothers BOTM picture will be taken next week. *A motion was made by Ms. Letourneau, seconded by Mr. Jedziniak, to nominate Belltown Motors for Business of the Month for March. Voted 5-0 in favor.*

e) **Town Beautification:** None

New Business: More information on Facebook ads were provided to the members. The ads can target any age range and any demographic used for an event in the community and/ or local business in town. Any form of media; like pictures, videos, and texts, can be used in the ads. The less amount of text or media incorporated in the ad will make the ad last longer. The dollar amount for the ads depends on the size of the ad and the media contained in the ad. The precise amount for each type of ad will be investigated and brought up for the next meeting. The members discussed figuring out guidelines for usage of Facebook ads.

Town Manager's Report: There have been interest in the 1 Watrous building and 13 Summit lot as a package. The town is still working on getting water into the town. CT Water and Aquarian Water expresses interest in the project. There are some aspects of getting the water into the town that need to be discussed. The town needs to evaluate how much water businesses use and/ or need in a year's span. The Town Manager and Mr. DeCarli met about bringing a Main Street Club to the Village Center to promote business. The signage for the Village Center and replacement of a few faded signs are being pushed to the top of the priority list. The existing Town Hall building has not closed on the deal but will close the deal within a couple weeks. The move to the new Town Hall will start on the Thursday before Easter and will continue through the weekend. The building will be open on April 13th. The new Town Hall address will be 1 Community Drive. There is no grand opening planned yet.

Public Comment: None

Adjournment: *A motion was made by Mr. Jedziniak, seconded by Ms. Letourneau, to adjourn the meeting at 8:09 PM. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk