

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, September 15, 2020

6:30 P.M.

VIRTUAL MEETING VIA ZOOM

MINUTES

Present: Chairman Ted Turner (JOINED AT 6:36PM), Tim Csere, Robin Letourneau, Walt Jedziniak (left at 7:57PM), Matthew Reich, and Jase Doane.

Absent: Christopher Ott

Call to Order: Vice Chairman Csere called the meeting to order at 6:34 P.M.

Approval of Minutes: *A motion was made by Mr. Reich, seconded by Mr. Doane, to approve of the August 18th, 2020 regular meeting minutes with one change to BOTM to read R.J. Phil instead of RJ Phelps. Voted 5-0 in favor.*

Public Comments: None

Old Business:

- a. **Discussion of East Hampton Eats Campaign:** The letters explaining the campaign have gone out to the prospective restaurants. There are 7 restaurants participating as of the meeting date. There are four more restaurants that will be visited to discuss joining the campaign. These remaining restaurants are Black Walnut, Tang, Echo, and Tavern on 66. The patrons will be able to fill out the entry form when they pick up their order and/or paying for their meal while eating in. All the restaurants suggested not setting a price limit since they already have their own rules for price limit for orders. It was suggested to have an age restriction for the gift card prize for Dexter's Tunes, Tales, and Ales and for Fat Orange Cat since they sell alcohol. It was also suggested that the gift card prizes be split between two \$25 gift cards to two different restaurants to cross promote more local business. Quotes for the flyers and the entry cards were gathered from Staples, Minuteman Press, and the Town of East Hampton. There are some mockups for the design of the flyers and entry cards. These will be decided on by the members. The initial order for flyers and entry cards should be 150 flyers and 1,200 cards. The better option would be to have the printing be done at the town hall since it would be at no cost for printing and cutting. The deadline for all the information for the flyer will be set for next Wednesday. The launch date for campaign would be October 2nd to November 30th. *A motion was made by Mr. Doane, seconded by Mr. Csere, to approve of the cost for the gift card prizes at not to exceed \$425. Voted 5-0 in favor.*

- b. **Business Package Promotion & Tourism:** The pamphlet was sent to Essex Printing and 250 copies were/are being printed. The commission will obtain a progress update for the printing.
- c. **New Business Update/New Businesses with Planning & Zoning Approval/Review of P&Z Minutes:** The members reviewed the minutes.
- d. **New Business Banner Locations:** It is at the CBD Store and then it will go to Willow when they open on October 1st.
- e. **Belltown Spotlight on Business:** The article and photos have been submitted to the Rivereast and is in the new edition. The members still need to schedule a time to get photos with Belltown Auto and R.J. Phil. The sign is at Flannery's.
- f. **Town Beautification:** The members want to investigate which properties could be revitalized in town. The members were thinking of planting flowers and shrubs on town owned property to improve the drive into town. There was also discussion of having the bridge on the Airline Trail become a 'visitor's spot'. The possibility of teaming up with the rotary club was expressed. Another idea was to have a 'wall of bells' from Bevin Bell and a 'bridge of flowers' as main attractions to get more pedestrian traffic in the Village Center. There could also be painted bells placed in certain spots in town like the painted cows in Hartford. A bell ringing ceremony was briefly discussed to draw more participants into town.

New Business: The new business sandwich board sign has been delivered and is with a new business in town. The members discussed putting ads in the Rivereast and the Events Magazine promoting local businesses around the holidays. Another suggestion was to have a campaign around the holidays to promote local businesses like the East Hampton Eats campaign. Include the idea of 'Shop Small Business Saturday'.

Town Manager's Report: The town owned property at 1 Watrous has tests being performed by the CT Brownfields Landbank to evaluate the toxicity of the land and building. The results will be presented once they have finished all their testing. The Town Council has adopted an ordinance to appoint members and new members to commissions and boards each term. The water clarity of the lake is better than it has been years before. The town obtained a permit to perform the bio blast treatment on the lake.

Public Comment: Barbara Moore- Ms. Moore commented on the meeting being interesting. She really liked when the members discussed the downtown/ Village Center. She also really enjoyed the beautification ideas the members suggested.

Adjournment: *A motion was made by Mr. Reich, seconded by Ms. Letourneau, to adjourn the meeting at 8:13PM. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk