

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, December 15, 2020

6:30 P.M.

VIRTUAL MEETING VIA ZOOM

MINUTES

Present: Chairman Ted Turner, Tim Csere (On phone call in Attendees), Walt Jedziniak, Matthew Reich, Robin Letourneau, and Jase Doane with Town Manager David Cox and Town Council Member Pete Brown.

Absent: Christopher Ott

Call to Order: Chairman Turner called the meeting to order at 6:35 P.M.

Approval of Minutes: *A motion was made by Mr. Reich, seconded by Ms. Letourneau, to approve of the November 17th, 2020 regular meeting minutes with no changes. Voted 5-0 in favor.*

Public Comments: None

Old Business:

- a. **Closeout of East Hampton Eats Campaign:** The campaign has ended and there were 2,107 entries in total from the campaign. The prizes are in the process of being sent to the winners. The campaign was successful with the participating businesses seeing new customers. It was suggested for the members to wait until the Spring to start another campaign and to set up a sub-committee of 3 people for the campaign work needed.
- b. **Possible Projects/Grants:** There is a grant through the state for small towns to make improvements on structures called STEAP. There might also be a matching opportunity with the grant as well that could benefit the town. The funds would be used for a capital project, like fixing, repairing, or decontaminating structures. A clear project plan needs to be included with the application to apply for the grant. It was suggested to explore what other towns have used the grant for within their town. One town brought public use Wi-Fi in town and around businesses with the grant. It was suggested to have the commission work alongside with the Town Council to have harmony and not ‘step on toes’ with the project and grant process. The commission will be eligible in the next round of grant applications since the deadline has passed. The members were told to think of projects that could be tied into the application for the grant. It was also suggested to form a sub-committee for coming up with a commission mission statement. *A motion was made by Ms. Letourneau, seconded by Mr. Doane, to form a sub-committee to establish a mission statement for the commission with the members being Mr. Reich, Ms. Letourneau, and Mr. Doane. The members decided to start off with workshops for the first or second week of January so they can bring something to the next meeting to be approved by the commission and sent to the Town Council. Voted 5-0 in favor.*

- c. **Business Package Promotion & Tourism:** The guide is out circulating around town and there are 15 copies left. The members will start the revising process around March or April for the next revised printing of the guide.
- d. **New Business Update/New Businesses with Planning & Zoning Approval/Review of P&Z Minutes:** The members reviewed the minutes and motions.
- e. **New Business Banner Locations:** The banner is at the CBD Store and will go to Belltown Tavern next with the sandwich sign going to Finn Financial. The signs will be moved and brought to the next spots on January 1st.
- f. **Belltown Spotlight on Business:** There were no nominations sent to the commission. The BOTM banner is still with CZ Equipment.
- g. **Town Beautification:** The members discussed having the airline trail bridge become a tourist spot. People walking along or passing by could attach a trinket bell to the bridge. These bells could be customizable to make it fun for families and others participating. People can write messages on the bell using paint pens when they purchase the bells. The cost for the bell would be \$9.99 since the Bevin Bell company could provide the bells and participate in the event. It is said that bells are good luck, something along those lines could be the theme for the event/ project. There will be a presentation by Cici Bevin for the next meeting to discuss her company's involvement in the project and to show what type of bells they carry. The bells could be sold at the local businesses in the village center and surrounding area if they wish to participate in the project. A sign could also be posted at the bridge telling people where they can purchase the bells. The bells can be attached to the bridge by using metal ties. The commission needs to find the person to ask permission to place the bells onto the bridge. The members could advertise the project/ event on social media to promote and spread awareness to the community. It was suggested to perform a test to see how long paint would stay on the bells when left outside. The possible date to launch the event would be Valentine's Day or for Spring.

New Business: All About Blinds is celebrating 50 years of business. The members want to do something to recognize the business and how long they have been in business. There is a Proclamation of the Business that the commission can fill out and send to the Town Council to get approval.

Town Manager's Report: Nothing new to report. There is a Town Manager's Report published on the town's website that is updated every two weeks.

Public Comment: None

Adjournment: *A motion was made by Ms. Letourneau, seconded by Mr. Reich, to adjourn the meeting at 8:22 P.M. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk