

Town of East Hampton
Economic Development Commission
Regular Meeting
Tuesday, March 16, 2021
6:30 P.M.
VIRTUAL MEETING VIA ZOOM
MINUTES

Present: Chairman Ted Turner, Vice Chairman Tim Csere, Matthew Reich, Robin Letourneau and Jase Doane.

Absent: Christopher Ott and Walt Jedziniak

Call to Order: Chairman Turner called the meeting to order at 6:32 P.M.

Approval of Minutes: *A motion was made by Mr. Csere, seconded by Mr. Reich, to approve of the February 16th, 2021 regular meeting minutes with no changes. Voted 3-1-0 in favor with Mr. Turner abstaining.*

Public Comments: None

Old Business:

- a. Discussion of Masks for Small Business Initiative:** 14 businesses have submitted requests and 2,200 masks have been requested which is about 50% of the supplies. There were 1,100 adult masks and 1,100 child masks requested from the participating businesses. There were two requests submitted earlier in the day by the superintendent and the local boy scout leader. The masks will be distributed to the participating businesses in two weeks. When the masks are being distributed, the members could take pictures and use them in articles about the initiative in the newspaper and the Events magazine. A thought was brought up to increase the number of masks to cover the students returning to school fully. There was a suggestion to reach out to Parks & Rec to see if they would want any of the children's masks. There should be 800-900 children's masks left over. Another suggestion was to see if the superintendent would want those left-over masks as well. It was suggested to promote the initiative more to get the word out to the community and local businesses to gain more awareness. The members discussed possibly getting something for the Rossi Family as a thank you for their donations and help with the initiative. Have a thank you letter to the Rossi Family Foundation written up and have the Chairman sign it. It was also suggested to get a photo with the Rossi family to put into the articles as well.
- b. Discussion of the Bells on the Bridge Project:** The bridge on Main Street has more potential since the Airline Trail bridge would not have been possible. Look at Granger for key rings and/or steel ties to use to attach the bells to the bridge. It was suggested to order a few key rings and steel ties to test them out on the bridge. And to see how the bells are when they are attached to the bridge. Once that test is complete, the marketing plan should be figured out to get the local businesses to participate and get the supplies to participating businesses. Once the businesses are set, getting awareness and promoting the event would be figured out as well. *A motion was made by Mr. Csere, seconded by Ms. Letourneau, to authorize the purchase of latches for the bells to the bridge in the amount of \$75. Voted 5-0 in favor.*

- c. **Business Package Promotion & Tourism:** In the next edition of the pamphlet there will be more businesses added. With each edition there will be adding and subtracting of businesses since the local businesses are changing. There was discussion of having the pamphlet put online and added to the town website. It was suggested to find a local artist to design a points of interest map to go into the pamphlet. Perhaps check out Epoch Arts for the possible artist. An announcement for the artist will be put in the newspaper to get submissions and to gain awareness. The printer has enough money for two more printings. The deadline for the revised and updated pamphlet, with the new map, would be for June 1st to have it finished and send to the printers.
- d. **New Business Update/New Businesses with Planning & Zoning Approval/Review of P&Z Minutes:** The members reviewed the minutes and the approvals.
- e. **New Business Banner Locations:** The sandwich board sign is at Finn Financial. The next business that should get a new business sign would be The Lakehouse. They will decide which sign they want to have. The other sign that will not be used will go to the gas station on Main Street.
- f. **Bellevue Spotlight on Business:** Both signs are at CZ Equipment. The signs will then go to Tavern on 66 next. The members need to get photos for both businesses for the Business of the Month article. It was suggested to have copies of the BOTM nomination forms printed off and dropped off at local businesses for ease of access for nominating businesses.
- g. **Town Beautification:** Table this topic for next meeting. The members will think of ideas.

New Business: The village center businesses hold a meeting with the local businesses owners to discuss topics about the village center and the businesses within the community. There will be a Clean Up Day held on Saturday, April 24th and a Spring Back Stroll on Saturday, May 8th. The events are still being discussed. There was discussion of installing trash cans on the Airline Trail and around the village center to deter people from littering. There was discussion on the pros and cons of having those trash cans put in. Amy Ordonez and Barbli joined the call and thanked Mr. Doane for being a part of the meeting that was held by the business owners and conveying the discussions to the EDC members. They asked about the 'way finding' signs for the village center. They were admittedly put on the back burner, but they will be coming back to the signs.

Town Manager's Report: The town is deep into the budget process, \$49.7 million for BOE and the town. May 3rd there will be a town meeting for the budget and then May 10th should be the budget referendum. Voters will get the chance to come out and vote this time. There will be no restrictions as of now.

Public Comment: None

Adjournment: *A motion was made by Mr. Reich, seconded by Ms. Letourneau, to adjourn the meeting at 8:06 P.M. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk