

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, April 20, 2021

6:30 P.M.

VIRTUAL MEETING VIA ZOOM

MINUTES

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

Absent: Christopher Ott.

Call to Order: Chairman Turner called the meeting to order at 6:33 P.M.

Approval of Minutes: *A motion was made by Mr. Csere, seconded by Mr. Reich, to approve of the March 16th, 2021 regular meeting minutes with no changes. Voted 6-0 in favor.*

Nomination & Election of Chairman and Other Officers as Needed: *A motion was made by Mr. Doane, seconded by Ms. Letourneau, to nominate Mr. Reich as Chairman. Voted 6-0 in favor.*

A motion was made by Mr. Doane, seconded by Mr. Jedziniak, to nominate Mr. Csere as Vice Chairman. Voted 6-0 in favor.

Public Comments: None

Old Business:

- a. **Update on the Masks for Small Business Initiative:** The masks were delivered throughout the town and met with some of the business owners in the process. There are 600 children's masks and 600 adult masks leftover from the event. The masks could be donated to the local boy scout troop or the school. There was a suggestion to reach out to Parks & Rec to offer the left over the masks. This event was great for local businesses and daycares.
- b. **Discussion of the Bells on the Bridge Project:** The objective of the event is to drive new local revenue opportunities, develop lasting "community" initiative, promote East Hampton history, and promote East Hampton tourist landmark. The bells would be sold at local retail with the accompanying paint pen markers. The bell would come in two different sizes and three colors. Bevin Bell will sell the bells to the participating retailers for the event. The pricing goal would be wholesale under \$5 and retail under \$10. The paint pen marker and steel tie would be made into kits and supplied by Bevin Bell with the cost being \$2.50 to create the kit. The participating businesses would 'order' the bells and kits from Bevin Bell. The businesses could sell the bells at what price they deem worthy. A presentation for the Town Council about the event should be figured out.

There should be a clause stating there will not be any tolerance of inappropriate words, phrases, and/or images. The offending bells would be removed/ taken down from the bridge. There was a suggestion to incorporate other sites/ landmarks in town if the event gets bigger and the bridge runs out of room. The members discussed putting together a clear story of how the bells event came about and include the Princess Pocotopaug story. Another idea was to incorporate the story and history of Bevin Bell. Little ads or signs could be created and placed next to the register to inform the patrons of the bells and the event. An article promoting the event would be included in the next Events Magazine. The deadline for the magazine is May 10th. There was a suggestion to go to a marketing company for help with the event and use some of the commission budget.

- c. **Business Package Promotion & Tourism:** An email was sent out to the members to discuss the criteria for finding the artist to create the new map for the pamphlet. There was no response back from Essex Printing about their opinion on adding the artistic map. The criteria for finding the artist were presented to the members. The artist needs to be local or locally involved. They must be able to transfer the medium to PDF or JPEG. The art must be 'G' rated in nature and have easily understandable icons. The art should use bright and engaging colors. There should be no distinct businesses and should only depict points of interest based on green space and community gatherings. Identifiable public parking, electric charging stations, etc. could be used. Major routes like route 66 and 16 and common terms like 'Village Center' could be used to distinguish areas within town. There was a suggestion of using a marketing company for creating the map as well. The members would need to schedule a special meeting for revising and updating the pamphlet. The members decided on May 18th for their pamphlet workshop meeting.
- d. **New Business Update/New Businesses with Planning & Zoning**
Approval/Review of P&Z Minutes: The members reviewed and discussed the Planning and Zoning minutes and approvals.
- e. **New Business Banner Locations:** The two different banners got switched. The Business of the Month banner went to Tavern on 66 and the Welcome New Business banner went to Robert's Lakehouse. This should have been the other way around. The sandwich board is at Main Street gas station. Dexter's is opening on May 1st. Belltown Massage is going in within the Village Center. The banner is going to Drafty Donuts and the sandwich board sign is going to Belltown Massage.
- f. **Belltown Spotlight on Business:** The banner is going to Tavern on 66. A picture with the owner and the commission members should be taken for the article for the newspaper. A picture and article for Robert's Lakehouse would be needed since they had the Business of the Month banner.
- g. **Town Beautification:** There were no ideas mentioned. There is an event in the Village Center picking the trash up. The starting point is the library. The trash cans discussion from the previous meeting was brought up. There are currently 3 trash cans provided in the Village Center. The Town Manager would look into the cost of adding a few more trash cans.

New Business: A proposition was made to put together a fall mixer with companies and businesses. A plan for the event is in process. There are some details to be worked through. The restart of the event would spread more awareness and promote networking between businesses and between local businesses and the businesses and the community. Have some keynote speakers and open forums between businesses. The goal would be to have a different business

host the event each month. But the event would have to work up to once a month since it takes planning and time for the business owner. It was suggested to reach out to a few businesses at first to gauge the willingness to participate in the event.

Town Manager's Report: None. The Town Manager posts his report every two weeks on the town website.

Public Comment: None

Adjournment: *A motion was made by Ms. Letourneau, seconded by Mr. Turner, to adjourn the meeting at 8:37 P.M. Voted 6-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk