

Town of East Hampton
Economic Development Commission
Regular Meeting
Tuesday, May 18, 2021
6:30 P.M.
VIRTUAL MEETING VIA ZOOM
MINUTES

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

Absent: Christopher Ott.

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

Approval of Minutes: *A motion was made by Mr. Turner, seconded by Mr. Csere, to approve of the April 20, 2021 regular meeting minutes with the change to take out Tavern on 66 under Old Business section (e). Voted 6-0 in favor.*

Public Comments: None

Old Business:

- a. **Update on Bells on the Bridge Project:** The plan for the event was presented to the Town Council at the last week meeting for the use of the bridge on Main Street. They recommended that plastic ties should be used to attach the bells to the bridge as opposed to the original steel ties. Also, it was suggested that a disclaimer should be added stating the town reserves the right to remove any offensive bells. Two concept logos were designed for the event. The first one, that was designed to look like a bridge, was the logo the members were leaning more towards. There will also be little cards explaining the event and some of the history behind the event and the town itself. The cards will be two sided and would be printed by Bevin Bell. The store would have an inventory for the paint markers, that way they can either be purchased to take home and customize the bell or it could be used right in store without purchase. The large bells were \$4 at wholesale and the smaller bells were \$3.50 at wholesale and they come in red, white, and blue. The business owners could place orders with Bevin Bell once they need more and there are no minimum amount for orders. It was suggested that a marketing plan should be figured out for the event. There was discussion of putting ads in the newspaper to spread awareness of the event along with posting about it on social media sites and homepages. One suggestion was to also inquire about possibly having it added into the superintendent's weekly reports to get the word to the parents. There should be a photo op for the first bell hung on the bridge once the event has been kicked off. It should be someone of importance and high standing. There was brief discussion of creating a flyer explaining the event to hand out and spread more awareness and to promote the event in the

community. The launch date would probably be on June 19th. *A motion was made by Mr. Csere, seconded by Mr. Jedziniak, to authorize \$200 for any expenses needed for the bells event before the launch date. Voted 6-0 in favor.*

- b. Business Package Promotion & Tourism:** The town artist map will have to wait until the edition after the next edition to be printed. There are still some logistics to be worked through. Some of the members checked with the Town Clerk to see if the business registration list would be possible to use for determining which businesses are still operating in town. The list is not up-to-date and is cumbersome. The pamphlet was sent to Cathy to be put on the town website for a virtual copy. The members discussed having a special meeting to do updates and revisions on the pamphlet. It was suggested to put another ad in the newspapers to inquire about more businesses to add into the next edition. The new EDC email will be added to the pamphlet in the edition to be printed.
- c. Discussion of a Business Mixer:** The mixer will be held at Berkshire Hathaway's office; it will be indoor/outdoor as well. The parking lot and offices will be used for the mixer itself. The date for the mixer is set for Monday, September 13th. The mixer is to help build relationships and networking opportunities for local businesses and the town and between the businesses as well. A thought was brought up to use some of the commission's budget to promote and support the event.
- d. New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The Main Street proposal to expand the gas station on Route 16 is being considered by P&Z. There was a zoning code change to allow a veterinary clinic to move in and open business in Cobalt. The home occupation regulations are being discussed and planned through before becoming official. And Po's is working on getting outdoor dining finished.
- e. Town Business Recognition:** The members briefly discussed having only one business nominated at a time for New Business and Business of the Month. The members decided to pick up the sandwich sign from the gas station across from Po's. Belltown Massage and Petite Boutique are new to the town. The members discussed inquiring with both businesses to see if they would be interested in being new business in the following months.
 - 1. Business of the Month:** The banner is with Robert's Lakehouse. The form to nominate Tavern on 66 needs to be emailed. Next month's Business of the Month will be decided at next month's meeting.
 - 2. New Business Banner Locations:** The banner is at Drafty Donuts from May to June.

New Business

- a. Discussion of Welcome New Resident Basket/Bag – Business Promotion:** The members discussed the possibility of putting together a basket or bag for new residents to inform them of what is in town. This would help to promote the local businesses and spread the awareness of the businesses. The idea was brought to the members as a preliminary idea to discuss and come up with some ideas. The members want to keep the item on the agenda for next month.

- b. Other:** Mr. Turner wanted to know who was in charge of the land that is within the 10 feet zone from the road. There is overgrowth and high weeds in some areas of town. It was stated that Public Works deals with the land and will be back to maintaining them.

Town Manager's Report: The budget is wrapping up and the referendum will be held on June 8th. There will be a 4.5% increase to the mill rate in town. The Rivercog has been discussing taking a regional approach to economic development in small towns to help with funding and promoting tourism. The town is in line to receive about \$3.7 million from the American Recovery Plan. The Town Council will be discussing the different ways the money could be used in town. Some of the money may be used to bring water to town.

Public Comment: None

Adjournment: *A motion was made by Mr. Turner, seconded by Mr. Csere, to adjourn the meeting at 8:26 P.M. Voted 6-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk