

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, June 15th, 2021

6:30 P.M.

VIRTUAL MEETING VIA ZOOM

MINUTES

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

Absent: Ted Turner

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

Approval of Minutes: *A motion was made by Mr. Csere, seconded by Mr. Jedziniak, to approve of the May 18th, 2021 regular meeting minutes with the change to say Tavern on 66 was the Business of the Month under Old Business section (e). Voted 5-0 in favor.*

Public Comments: None

Old Business:

- a. **Update on Bells on the Bridge Project:** An update was emailed to the members. The sale information sheet and flyer were created, printed, and distributed by Bevin Bell. There have been three businesses to order and stock the bells package. The soft launch for the event would be June 26th. It was suggested to set up an information booth during the summer concerts to explain and spread awareness of the bell event. An article should go into the next issue of the Rivereast as PR and promotion for the event. The principal of the high school added the information flyer to his last newsletter of the school year. That will get the word out and spread around the community. There was slight concern over the recent road paving and sidewalk damage from the previous week's storm. Another suggestion was to have some businesses have tables set up during the concert series to sell bells to people that can visit the store during working hours. Or the businesses could possibly stay open later during the concert series to accommodate the people visiting after work hours.
- b. **Business Package Promotion & Tourism:** The pamphlets edits were sent to the members to review. There were some minor updates, like some businesses were removed and some were added. Some addresses and titles for businesses were updated as well. Once all the members approve of the changes the pamphlet will be sent to Essex Printing to start the next edition printed. The digital copy of the next edition will be sent to Cathy to add on the town website. The members want to see the finished copy before deciding on the amount to print. *A motion was made by Mr. Doane, seconded by Ms. Letourneau, to approve of the changes to the pamphlet. Voted 5-0 in favor.*

- c. **Discussion of a Business Mixer:** There was a meeting with Berkshire Hathaway to figure out the next steps for the mixer. The official date for the mixer is September 13th with a rain date of September 20th. Looking for volunteers to help with planning and decorating. They are also looking for key speakers for the event. There was discussion of how to get business owners interested in joining the mixer. An idea for a QR code mixed with a scavenger hunt and solving puzzles activity for the event ice breaker. The scavenger hunt and puzzles would include the local businesses to get exposure and spread awareness. The businesses website could be incorporated into the activity. The next step is to figure out the level of involvement for the EDC in the mixer. There is money in the budget to use some for the mixer.
- d. **New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed and discussed the minutes and approvals. The zone change for the gas station on the corner of Route 16 and Main Street was not approved. The 8 lot subdivision on Long Hill Road was approved. A schedule was set for the discussion for work from home business. The Edgewater project in front of the Town Hall was approved and is moving forward.
- e. **Town Business Recognition**
 - 1. **New Business Banner Locations:** The banner is at Drafty Donuts and will go to Belltown Therapeutic Massage. *A motion was made by Ms. Letourneau, seconded by Mr. Doane, to approve the banner to go to Belltown Therapeutic Massage. Voted 5-0 in favor.*
A motion was made by Mr. Csere, seconded by Ms. Letourneau, to approve of the guidelines for new business banner consisting the business being open for one-year and it must be a registered business in the town. Voted 5-0 in favor.
 - 2. **Business of the Month:** *A motion was made by Mr. Csere, seconded by Mr. Doane, to nominate Nelson's Family Campground and RV Park as Business of the Month for July. Voted 5-0 in favor.*

New Business

- a. **Discussion of Village Center Signs:** In 2019, the EDC set aside money for the signs to be purchased. There is a sign company coming on Thursday to look at the existing signs and the already purchased signs to see which ones are still usable and which ones need to be replaced. There will also be some new Town Hall signs set up as well.
- b. **Presenting and Approval of Drafted Commission Mission Statement:** The commission mission statement draft was emailed to the members to review. There were some changes suggested. Once those edits are made to the draft it can be presented to the Town Council.
- c. **Discussion of Return to In-Person Meetings for July:** Most members would want to go back to in-person meetings. If there are some people still not vaccinated, they have to wear masks. But those vaccinated won't have to wear masks. *A motion was made by Ms. Letourneau, seconded by Mr. Doane, to return to in-person meetings with the option of the hybrid meeting with some members in person and some joining via Zoom while following the current state and town protocols. Voted 5-0 in favor.*

Town Manager's Report: The road paving in the Village Center had some preparatory work done before the final paving. The members will be updated when more information comes. The town budget was approved at the referendum and the mill rate will be 4.1%. The first draft of an RFP to elicit proposals for repurposing the Watrous and Summit properties and buildings is being finalized. The Town Council will be considering an RFP for a water engineer service to get water to town and the Route 66 corridor. The town was awarded a \$250,000 grant from the state. This grant would probably be coupled with some town funds for a project in town. The American Recovery Plan awarded the town with \$3.7 million over the next two years to fund the plan's goals. The ARP is looking to strengthen the economic development of the town, the water and sewer infrastructure, and responding to the impacts of the pandemic. In the coming weeks the Town Council will hold discussions on how best to use the funds awarded to the town. By the start of fall there should be a set plan in place of what the funds will be used for within the town. The state is putting some funds towards testing wells around the area south of the Bevin Bell property, including the Watrous and Summit properties.

Public Comment: None

Adjournment: *A motion was made by Ms. Letourneau, seconded by Mr. Jedziniak, to adjourn the meeting at 8:17 P.M. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk