

Town of East Hampton
Economic Development Commission
Regular Meeting

Tuesday, August 17, 2021

6:30 P.M.

TOWN HALL 1ST FLOOR MEETING ROOM AND VIA ZOOM
MINUTES

Present: Vice Chairman Tim Csere, Chairman Matthew Reich, Walt Jedziniak, Robyn Letourneau (arrived 6:35 P.M.), and Jase Doane.

Absent: Ted Turner

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

Approval of Minutes: *A motion was made by Mr. Csere, seconded by Mr. Doane, to approve of the July 20th, 2021 regular meeting minutes with the changes to correct the encumbered amount to \$3,500 instead of \$4,500 and to take out the first part of the first sentence under Town Business Recognition under Old Business. Voted 5-0 in favor.*

Public Comments: None

Presentations: None

Old Business

- a. **Update on Signs Promoting the Village Center:** The Town Manager sent an update on the signs to the members. There was \$3,500 encumbered from the commission's budget from last year to pay for the signs. The encumbered money will go toward paying for the finalized signs. There may be a need to bump up the amount of money set aside for the signs another \$1,000. The ARP may be an option to pay or partially pay for the signs. There is no final quote and no finalized design for the signs. The members discussed needing to see and review the final sign design before voting on spending the money to get the signs made. The members want to see the final quote and design of the signs before voting on the price and design of the signs. The members decided they would need a special meeting to approve the signs once everything is reviewed and finalized by them members.
- b. **Business Package Promotion & Tourism:** The new copies of the pamphlets have been delivered and some will be left at the town hall and a few other places around town. The members would need the balance of their account with Essex Printing. It was brought to the member's attention that there are some business owners that would like to add an LGBTQ information section for the pamphlet. It was suggested to have the owners send what information they'd like to have in the pamphlet to the Town Manager's office.
- c. **Home Based Businesses Regulation /Recap of July Workshop:** The feedback that came in was included in the member's meeting packet. Last month's workshop was productive. There was discussion of business signs for home based businesses and the regulations for those signs. They also discussed the different aspects that may affect the

businesses from working from home like customers, business vehicles, parking, etc. They stated that it would depend on the home business whether they want to have a business sign or not for their home-based business. There was a suggestion for temporary signs the business owner could have to put out during business hours and can take down after work is finished. Next Tuesday will be the next workshop.

- d. **Update on Bells on the Bridge Project:** The weather has been affecting the bells going on the bridge, but there are still more bells showing up on the bridge. A couple of the businesses are stocked with the bells and have sold some. There is no timeframe for the event. There may be a need for a discussion about having more businesses participate in the event and getting better marketing for the event to reach more people in the community. A campaign for the holidays to get more bells sold and on the bridge during the holiday season was discussed. The event could be incorporated in the decorations for the holiday season. It was suggested to tie the event into the tree lighting. There are some Village Center events coming up that could sell more bells at the shops.
- e. **Holiday Decorating:** The members discussed how the Village Center could be decorated during the holiday season or to help with an existing decoration event in town. The commission would donate some decorations to help the Village Center. The Public Works or an electrical company may possibly be needed to hang lights. The commission would also need to investigate whether there needs to be approval for the decorations by the state or by Eversource.
- f. **New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed the minutes and motions from the P&Z meeting.
- g. **Town Business Recognition**
 - 1) **New Business Banner Locations:** The sandwich sign will go to Belltown Massage for September and the banner will go to the new dog wash place Ulti-Mutt for September.
 - 2) **Business of the Month:** There were no nominations. The articles for the previous Business of the Month businesses were sent in to the Rivereast and the Events magazine.

New Business: None

Town Manager's Report: The Town Manager has an updated report posted on the town website bi-weekly.

Public Comment: None

Adjournment: *A motion was made by Mr. Csere, seconded by Mr. Doane, to adjourn the meeting at 7:40 P.M. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk