

**Town of East Hampton
Economic Development Commission
Regular Meeting**

Tuesday, November 16, 2021

6:30 P.M.

Town Hall 2nd Floor Meeting Room #201 and Via Zoom

MINUTES

Present: Chairman Matthew Reich, Ted Turner, Walt Jedziniak, and Jase Doane.

Absent: None

Call to Order: Chairman Reich called the meeting to order at 6:30 P.M.

Approval of Minutes:

- a) **Regular Meeting of October 19, 2021:** *A motion was made Mr. Turner, seconded by Mr. Doane, to approve of the regular meeting minutes for October 19, 2021 with the changes under 'Old Business' in Item B subsection Holiday Promotion: Remove the first couple sentences - "An article... at the same time." -- The idea may have been raised but not agreed to or to place an article in the Rivereast. And under 'Correspondence': NEW WORDING: "The town received a grant to highlight the Air Line Trail and to add some information and tip signs along the trail. A new brochure created by East Hampton Park & Rec highlighting the Air Line Trail and notable points of interest in East Hampton was discussed with the people in the meeting." Voted 4-0 in favor.*

Public Comment: None

Presentations

- a. **Village Center Plan by the Land Use Department:** Jeremy DeCarli joined the meeting to present to the members on the Village Center Plan created by the Land Use Department. The department investigated what the Village Center needs and what is not needed. Increase the interconnectivity of the Airline Trail and the businesses in the Village Center. Build up the pedestrian and bike friendly infrastructure. The determined study area within the Village Center spans from Memorial School to Epic Arts. There are no other towns in Connecticut that has a town center directly off the Airline Trail. There are proposed ideas to update and fix sidewalks, crosswalks, benches, trash cans, and light poles. The parking was investigated and analyzed by the department; there are enough parking areas and spots in the Village Center. So more parking lots won't need to be added in the center. Now, 82 Main Street has a sign marking it as public parking for the center. The 'gateways' or routes coming into and leaving the Village Center were analyzed on how they're useful for bringing more customers to the local businesses. A couple of meetings with businesses owners were held to get their perspectives on what the Village Center needs and doesn't need. The department explored future alternatives for the center like adding bike racks for pedestrians and bikers on the Airline Trail so they can go shopping and dining in the Village Center. There were some proposed layout changes to Main Street and the intersection of Barton Hill Road, Summit Street, and Main Street. The changes would include widening sidewalks, change street widths to have identical street sizes, have a designated bike lane, to change the light poles to solar light poles, and to have all curbs matching to the same size. The 6 action item checklist

were made into categories. It was suggested to have ‘You Are Here’ signs positioned around town like the sing maps found in malls.

Old Business

- a. **Update on Signs Promoting the Village Center:** The signs have all been installed. Still waiting to hear back from the state to install the sign on Route 66. The feedback about the signs were all positive.
- b. **Update on the Bells on the Bridge Project**
 - i. **Holiday Promotion:** The members investigated the cost of putting an ad in the newspaper for the holiday tie in for the Bells on the Bridge event. It was suggested to take pictures with the business owners with the bells in their shops. The pictures would then be sent to the newspaper in lieu of an advertisement. That would also circumvent the ad costs for the newspaper. There would be more PR for the event and wouldn’t use up the budget money on ad costs. It was suggested to look at the event in a different angle to heighten promotion and spread more awareness. Another suggestion was that the bells could be given as a prize or even awarded to people to get more bells out on the bridge. The members discussed using FaceBook to promote and spread awareness of the event.
 - c. **Creation of Online Submission Form for Business of the Month and New Business Recognition:** This is to make it easier for the public to nominate a business for Business of the Month. Ms. Sirois investigated and discussed the form with the website designer. The form is now up and running on the town website. Each submission of the form is automatically sent to the EDC email. The members suggested making the nominating person’s information separate from the business being nominated. Another suggestion was made to have a new business spotlight alert form for the commission. The members discussed investigating the cost of plaques to award to Business of the Month business owners.
 - d. **New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed and discussed the new businesses and the approvals and motions made by Planning and Zoning.

New Business

- a. **Approval of 2022 Meeting Dates:** *A motion was made by Mr. Turner, seconded by Mr. Jedziniak, to approve of the 2022 Meeting Dates. Voted 4-0 in favor.*

Correspondence: None

Town Manager’s Report: The RFP to solicit redevelopment and repurpose the Brownfield buildings and properties have been sent out. The deadline for the proposals to come in is Friday.

Public Comment: None

Adjournment: *A motion was made by Mr. Turner, seconded by Mr. Doane, to adjourn the meeting at 8:09 P.M. Voted 4-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk