

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

Tuesday, May 17, 2022

6:30 P.M.

TOWN HALL 2ND FLOOR MEETING ROOM #201 AND VIA ZOOM

**MINUTES**

**Present:** Chairman Matthew Reich, Walt Jedziniak, Ted Turner, and Marlene Geary with Town Manager David Cox.

**Absent:** Jase Doane and Jordan Higgins.

**Call to Order:** Chairman Reich called the meeting to order at 6:34 P.M.

**Approval of Minutes:**

- a. **Regular Meeting of April 19<sup>th</sup>, 2022:** *A motion was made by Mr. Turner, seconded by Mr. Jedziniak, to approve of the April 19<sup>th</sup>, 2022 regular meeting minutes with the changes to add 'from the application representative' to in the middle of the second sentence under Old Business A, change IRS in the fourth sentence of Old Business A to DRS and adding 'differing opinions with no conclusion reached about the DRS' in the same sentence, add 'expected revenue per the application representative' in the seventh sentence under Old Business A, remove the sentence 'This wouldn't qualify the business as retail under the Sales and Use Tax classification and retail standards' and replace it with 'Differing opinions on if the business is retail with no definitive conclusion', add a comma with the addition of 'but the ordinance wording wasn't clear on awarding points below 5' to the twelfth sentence under Old Business A, and under Old Business C, change the last sentence to say 'There was site work for the building in Cobalt where the Portland Veterinary Hospital plans to relocate to in East Hampton'. Voted 4-0 in favor.*

**Public Comment:** None

**Old Business**

- a. **Update on Bells on the Bridge Project:** An update from Mr. Doane was emailed to the members. An article about the event was prepared for submission into the Events Magazine. It was confirmed that Bevin Bell is still completely engage in the event. A research into the local businesses to see which ones would be good to include in the event. They were broken down into different tier levels that explains the benefits each business would gain from the event. The key benefit of the Bells on the Bridge event would be an increase in foot traffic for the participating businesses in town. Some local businesses might want to build up their brand in East Hampton to connect more to the community. Other businesses that sell bells to their employees is a different tier to other businesses. The event needs to focus on economic develop in town and to get the community more engaged and involved in the businesses in town. Devine Jeweler and

Paul's and Sandy's were both suggested businesses to add for the event. It was suggested that a change of focus for the event might gain more excitement for the event. More ways to market the event is also being investigated. Another suggestion was to have the stores and businesses market, promote, and display the Bells on the Bridge event themselves. This could cause more individuals to buy the bells and would help gain more foot traffic in the participating businesses. There is a contest happening where you can enter a name for a bridge in town. It could tie into the bells event where when you buy a bell you can enter into the Name the Bridge contest as well.

**b. New Business Update/New Businesses with Planning & Zoning Approval/**

**Review of P&Z Minutes:** Atlantis acquired the old package store and plans to renovate. The work at St. Clements is nearly finished and the new banquet hall should be open and operating soon.

**New Business**

**a. Drafted Town Council Report Regarding Business Incentive Program Application**

**for Global 66, LLC at 265 West High Street:** The commission members has to submit a draft of the scoring for the application to the Town Council. Mr. Reich provided a letter and the report going to the Town Council for the commission members. There was no feedback or changes needed for either items. The members just need to vote to send the letter and report to the Town Council. *A motion was made by Mr. Turner, seconded by Ms. Geary, to send the report of scoring and findings to the Town Council. Voted 3-1 with Mr. Jedziniak against.*

*A motion was made by Mr. Turner, seconded by Ms. Geary, to send the letter to join the report to the Town Council. Voted 4-0 in favor.*

**b. Discussion Regarding Developing Guidance on the Business Incentive Program:**

The members discussed developing guidelines for evaluating and scoring applicants for the Business Incentive Program. It was suggested that there doesn't need to be a complete overhaul of the existing guidelines. But rather a refining and word changes in some areas would be best. The members discussed a sliding scale for scoring rather than a set value with no room for adjustments. These guidelines should also help future commission members during their evaluating and scoring sessions for the program. It was suggested to investigate whether there is training for this type of topic. If there is, the members should take the training courses to become better adept for the evaluating and scoring of future applicants of the program. Another suggestion was to reach out to other towns and EDC commissions that have similar incentive programs to see how they perform the evaluation and scoring for their applicants. The incentive program is in the state laws but the program itself won't be the same from town to town. The members should reflect on the 'stumbling blocks' of the program and scoring before the next meeting to where and what could be changed or altered. The members also discussed needing to promote the program in town to other businesses to spread the information and awareness of the incentive program. The incentive program could help attract new businesses and encourage existing businesses in town and the community. The Town Council would need to vote on any changes to the ordinances and/or guidelines of the incentive program.

**c. Business of the Month Nomination(s):** *A motion was made by Mr. Turner, seconded by Ms. Geary, to nominate Dexter's Tunes Tales and Ales as Business of the Month for June. Voted 4-0 in favor.*

The picture with D'Elia owners was taken and a write up was drafted to be submitted to the Rivereast and Events Magazine. The members discussed making time to get a picture with the owner of Dexter's for the next article.

**Correspondence:** None

**Town Manager's Report:** The town is moving ahead with a water plan and an educational public forum will be held in June or July. The public forum will help to educate and inform the residents. The water will emanate from the Village Center and travel out to the rest of town. There has been some progress on a couple of the Brownfields properties in town. There are preliminary drawings of street-scapes in the Village Center. It will be street scape improvements in the Village Center as a phased project. The drafted drawings will need to be approved first to start the project. The Brownfields Redevelopment Agency will be applying for grants for remediation funding. They will also have assistance through an UConn program called TAB.

**Public Comment:** None

**Adjournment:** *A motion was made by Mr. Turner, seconded by Ms. Geary, to adjourn the meeting at 7:57 PM. Voted 4-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk