

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

Tuesday, August 16, 2022
6:30 P.M.

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

MINUTES

Present: Jase Doane, Walt Jedziniak, Jordan Higgins, and Marlene Geary with Town Manager David Cox.

Absent: Ted Turner and Chairman Matthew Reich.

Call to Order: Vice Chairman Doane called the meeting to order at 6:35 P.M.

Adoption of Agenda: *A motion was made by Mr. Jedziniak, seconded by Mr. Higgins, to adopt the agenda. Voted 4-0 in favor.*

Approval of Minutes: *A motion was made by Ms. Geary, seconded by Mr. Jedziniak, to approve of the July 19, 2022 regular meeting minutes with no changes. Voted 4-0 in favor.*

Public Comment: None

Continuing Business

- a. **Update and Discussion on Actions to Support Bells on the Bridge Project:** The article for the Events Magazine was revised before being submitted. Jill from Paul's and Sandy's suggested promoting the bells event around the Pumpkintown 'season'. There will be a follow up with her. The members discussed marketing and promotional materials for the participating businesses to spread even more awareness for the event. It was suggested to use Facebook to advertise and promote the event. The intent is to create themed materials to promote event to pass around to the participating businesses. The members discussed having the participating businesses promote the event themselves to help spread awareness and to get their name out in the community. If the businesses promote and market the bells event themselves their foot traffic and sales may increase bringing more profit for their business. The businesses could also set up sales or promotional giveaways in coordination with the bells to gain more sales in their stores or business. It has been over a year since the event was launched and the businesses aren't self-advertising or promoting the bells to the extent that they could have. Mr. Doane and Mr. Jedziniak agreed to plan and draft the promotional and marketing materials for the participating businesses.
- b. **Update on Village Center Streetscape Project:** The Town Council wrapped up their discussion of the application for the streetscape and sidewalk project for the Village Center on Friday night. The application was submitted Monday afternoon. The project was revised and sent to the state with a confirmation acknowledgement. An application with the project was sent out to apply for a STEAP grant for funding. Will have to work with DOT on any pertinent changes to state roads involved in the project. The town will hear about the grant by Halloween or Thanksgiving at the latest. The application packet will be posted for competitive bidding. Once all of the bids are in; the Town Council will

review the bids before deciding on a bidder. There is a link that can be shared with the members that include what is in the package. The clean-up for the Watrous property would be the next priority.

New Business: A new brewery, Rule of 3, has recently opened in town. The members discussed bringing the new business sign for them to display. There was some updates for tax abatement re-vamp and revisions. The special use/ high use category was discussed at length between the members of the group. The members discussed getting insight and feedback into what people want in town. It was suggested to utilize the EDC website to engage people in taking a survey for potential businesses they want in town. The members discussed what type of questions the survey should have to get general information and not have unattainable feedback. One question would be what someone would want to spend their money on for potential future businesses. The members discussed encouraging other businesses to apply for the incentive program. It was suggested to invite the new arcade, Pinshack, to apply for the program.

Correspondence: None

Town Manager's Report

- a. New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed and discussed the minutes and motions from the last Planning and Zoning meeting. There has been some activity on Summit Street for the new arcade Pinshack in town. The town is discussing adult use cannabis regulations and ordinances for the particular businesses. The moratorium is almost up, but it may be extended. Should see new regulations and/or ordinances by the end of the year. How other adjoining municipalities have done or are doing with their cannabis regulations will be investigated. There is a specific local tax for the retail sale of cannabis for the town and state it is sold. Updates will be given at meetings on the progress of the regulations. The old Town Hall building was bought by Wayne Rand. He is renovating the building; the lower section is first to be remodeled. There is no specific business yet. The intention for the upper level would be to divide the insides with exterior access to be used as possible offices. There is a suggestion for a possible small restaurant on the top level of the building. The lake is looking good and there will be a treatment applied at the end of July. There will also be a Bio Blast treatment at the end of the season.

Public Comment: None

Adjournment: *A motion was made by Mr. Higgins, seconded by Mr. Jedziniak, to adjourn the meeting at 7:32 P.M. Voted 4-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk