



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

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Economic Development Commission

Wednesday, April 27, 2022

5:30pm

Virtual Format Only

REGULAR MEETING AGENDA

Call to Order

- 1) Minutes of February 23, 2022
- 2) Presentation: Diversity, Equity and Inclusion Council Housing Sub-Committee
- 3) Stakeholder and Liaison Updates
 - a. Main Street Partnership
 - b. Chamber of Commerce
 - c. Zoning
 - d. Design Review
 - e. Sustainability
 - f. SPIRIT
 - g. Development Projects
 - h. Other
- 4) EDC 2021-2022 Work Plan Discussion and Assignments

Adjournment



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Economic Development Commission Regular Meeting Minutes

Wednesday, February 23, 2022 at 5:30pm
Held Virtually via Zoom

Call to Order

The meeting was called to order by Chairman Bob Crowther at 5:34pm. Commission members Charmaine Seavy, Brooke Freeman, and Ron Jodice were present. Ex officio member Heather Goetz (Board of Selectmen) was also present. Staff members in attendance included Maria Capriola, Town Manager and Melissa Appleby, Deputy Town Manager. Missy DiNunno, Executive Director of the Simsbury Performing Arts Center, was also present.

1) Minutes of December 15, 2021

Mr. Jodice made a motion to approve the minutes of December 15, 2021 as presented. Ms. Seavy seconded the motion. All were in favor and the motion passed unanimously.

2) Consideration of Ukulele Festival fee waiver request to use Eno Memorial Hall

Ms. Capriola said that this is the first time we have received a fee waiver request for the use of a Town facility since the new Economic Development Commission started. Ms. DiNunno provided an overview of the event. She said that this is an opportunity for the Performing Arts Center to produce its own event, and that this festival is the first event of its kind. There will be workshops and a performance. Ms. DiNunno took questions from the members. She clarified that the waiver would only be for the rental fees; all other fees, such as custodial expenses, will apply. She said that the expected number of attendees is 190.

Ms. Freeman made a motion to approve the fee waiver request. Ms. Seavy seconded the motion. All were in favor and the motion passed unanimously.

3) Stakeholder and Liaison Updates

a. Main Street Partnership

Ms. Capriola said that Ms. Nielsen will present the results of the cell service survey at the March 17 Public Safety Subcommittee meeting.

b. Chamber of Commerce

Mr. Crowther reported that the Chamber is working with the Granby Chamber on a potential merger of the two organizations. He said that the meeting regarding the co-working website with Wendy Mackstutis and Ms. Goetz went well. Ms. Goetz said that Ms. Hilyard did a good job with the presentation, and noted that we will need to further discuss how the potential merger will impact the timing of this project.

c. Zoning

Mr. Jodice said that Zoning is working on the accessory dwelling unit (ADU) issue, and that it is also working on updating the sign regulations. He said that the south site of the Tower Ridge parcel is still struggling to attract commercial interest, and that the developer was considering a proposal for a change to residential.

d. Design Review

None

e. Sustainability

Mr. Crowther said that the Sustainability Team is working on their recertification; the application is due in August.

f. SPIRIT

None

g. Development Projects

None

h. Other

None

4) EDC 2021-2022 Work Plan Discussion and Assignments

- There was no update on the marketing project; DKA is working on the next steps.
- In regards to business outreach, Mr. Crowther reviewed the work that he and Mr. Jodice have done in reaching out to the manufacturing and technology sector in Town. He said that it has been a challenge to receive responses. Ms. Seavy offered some suggestions for increasing the response rate.
- In regards to the welcome packet for new businesses, Mr. Crowther said that the new member could potentially help with this.
- In regards to the website updates, Ms. Appleby said that members could assist by completing an audit of the economic development portions of the website to identify broken links, outdated documents, and other recommended updates. Ms. Freeman and Ms. Seavy offered to assist with this project.
- In regards to supporting entrepreneurs, Mr. Crowther said that the proposed co-working website would also include resources and information for businesses.

5) New Member Recruitment Update

Mr. Crowther made a motion to add “New Member Recruitment Update” to the agenda. Ms. Seavy seconded the motion. All were in favor and the motion passed unanimously.

Ms. Capriola said that Mr. Van Loon will be stepping back from the committee. A former member is interested in coming back to the committee. The Personnel Subcommittee will consider this recommendation this week; if they support this, the appointment will go before the full Board of Selectmen. We hope to have the new member on board in time for the April meeting.

Adjournment

Ms. Freeman made a motion to adjourn the meeting at 6:16pm. Mr. Jodice seconded the motion. All were in favor and the motion passed unanimously.

Respectfully submitted,
Melissa Appleby
Deputy Town Manager

2021-2022 EDC Work Plan – ADOPTED

Work Stream	Task	Person/People
Marketing	Complete marketing materials refresh for tourism, real estate, and business recruitment purposes.	Brooke Freeman, Charmaine Seavy Staff: Sarah Nielsen
Business Outreach	Continue to conduct business outreach with large businesses. Implement visitation program for EDC members with smaller and medium sized businesses. NEW Collect and track feedback.	Bob Crowther, Charmaine Seavy, Tom Earl, Ron Jodice Staff: Maria Capriola, Melissa Appleby, Tom Fitzgerald
Business Outreach NEW	Create welcome letter and/or packet for new businesses, collaborating with key stakeholders. Reach out to new businesses monthly.	TBD Staff: Town Manager's Office, Sarah Nielsen, Morgan Hilyard
Business Outreach	Continue EDC member shadow program for development projects.	Tom Earl Staff: Planning Director
Support Entrepreneurs NEW	Create updates to the economic development portions of the Town's official website. Once complete, conduct quarterly audit of information for relevance and accuracy.	Brooke Freeman, Charmaine Seavy Staff: Melissa Appleby, Business and Career Center Coordinator
Support Entrepreneurs	Support infrastructure for entrepreneurs. Promote access to business resources, information, and infrastructure.	TBD, Ron Jodice Staff: Business and Career Center Coordinator