



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Finance Sub-Committee

Special Meeting

Thursday, December 15, 2022

Main Meeting Room, Town Hall, 933 Hopmeadow Street

MINUTES

Members Present: Wendy Mackstutis, Heather Goetz, Amber Abbuhl

Staff Present: Melissa Appleby, Maria Capriola

Others Present: Morgan Hilyard, Executive Director of the Granby-Simsbury Chamber of Commerce; Bob Crowther, Chair of the Economic Development Commission; Chief Jim Baldis, Director of Administration and Facilities for the Simsbury Fire District

The meeting was called to order at 10:02 am.

1) Approval of Minutes – December 1, 2022

The minutes were approved as presented by consensus.

2) Potential Uses of ARPA Funds

a. EDC/Chamber of Commerce Proposal – Tourism Map

Ms. Hilyard presented the proposal for a tourism map, which she noted was a priority of the prior Tourism Committee. She said that the Chamber has some materials available for the public, but that they are very generic. The Community Guide published by the Chamber has been helpful, but there is still a need for a map based on what people are looking for. She said that requests for a map come not only from tourists, but also from residents and former residents. She reviewed the design concept, which she described as a “caricature” map.

Mr. Crowther said that we can also expand the use of the map to cover places such as the Simsbury Inn and Riverview, to provide to visitors and people attending events. Ms. Goetz also noted that there would be opportunity to provide the map along the bike trail and in other strategic locations. Ms. Abbuhl said that it would also be helpful for realtors, as it could help showcase the Town for people considering a move here. Ms. Hilyard said that it would also be a great resource to include in the welcome packet that the EDC is working on.

Ms. Abbuhl asked if there would be a digital version; Ms. Hilyard confirmed that there would be. Ms. Goetz asked if there would be advertising space on the map. Ms. Hilyard said that the requested funding would cover all costs, and that this would be a partnership with the Town, so the intent is not to sell ad space. She said the back side would include details of attractions and businesses.

Ms. Mackstutis asked if there would be income-generating opportunity with the map. Discussion ensued regarding the various ways the map could be used: custom framing; printed on mugs; personalized for individuals; etc.

Ms. Mackstutis asked how this project aligns with the new marketing brochure and Main Street's efforts on wayfinding signage. Ms. Hilyard said the map is a complementary piece. The brochure is a nice overview, and the map would provide details on specific attractions and businesses. Ms. Mackstutis said that the points of interest on the wayfinding signage should match up with the map. Ms. Hilyard noted that the map would be hand-designed.

Ms. Mackstutis inquired about the procurement requirements for this project. Ms. Capriola said that we would contract with the Chamber to manage the project from start to finish. Discussion ensued regarding how the funding would work, and the design development process. Ms. Hilyard reviewed the cost proposal. Ms. Goetz said that the administrative fee seems high; Ms. Hilyard said that the Chamber has limited staff resources available, and that the fee reflects the compensation needed for time not spent on other revenue-generating activity for the Chamber. Discussion ensued regarding the number of staff hours required for research, how to get a full list of businesses, criteria for being included on the map, etc.

b. Fire District Proposal – Generator Replacement

Chief Baldis said that the Fire District did not receive any ARPA money, as all funds went directly to the Town. Since the District does not have access to the funds, they came up with priority projects that would be suitable for funding under ARPA. He reviewed the proposal presented for two generator replacements. He noted that this would be a one-time cost; these are replacements for existing equipment and therefore the operating costs are already built into their budget. Ms. Goetz inquired about the life span, and Chief Baldis said 30 years would be the maximum. Ms. Mackstutis asked how we would show this in the budget. Ms. Capriola said that this would be handled the same way as the Housing Authority and Farmington Valley Health District requests; we would provide the funding to them and it would be recorded as a transfer of funds.

Chief Baldis said that he wants it to be clear that if funded, ARPA funds allowed for this. He said if the ARPA funds were not available, the Fire District would raise the funds through the Fire District mill rate or by offsetting the expense in another area. Discussion ensued regarding the logistics of how the ARPA funds are being accounted for and distributed. Chief Baldis noted that this request aligns with the original intent of the ARPA funds.

The members had a brief discussion about the status of the business relief program. Ms. Mackstutis noted that there was no mention of this potential supplemental appropriation at the November 15, 2022 Board of Finance meeting. Ms. Goetz said that this project has been pending for quite some time and that it would be good to move it forward. The intent is to have this on the agenda for the January 9, 2023 Board of Selectmen meeting, pending legal review.

Ms. Abbuhl made a motion to adjourn the meeting at 11:01am. Ms. Goetz seconded the motion. All were in favor and the motion passed unanimously.

Respectfully Submitted,
Melissa Appleby
Deputy Town Manager