



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Watch Economic Development Commission meetings LIVE and rebroadcast on Comcast Channels 96, 1090, Frontier Channel 6071 and LIVE streamed or on-demand at www.simsburytv.org

Economic Development Commission

Wednesday, October 28, 2020

5:30 pm

REGULAR MEETING AGENDA

Call to Order

- 1) Housekeeping Items
 - a. Selection of Chair for November 2020 – October 2021
 - b. Selection of Vice Chair for November 2020 – October 2021
 - c. Sustainability Team Representative
 - d. Liaison Appointments for November 2020 – October 2021
 - i. Zoning
 - ii. Design Review
 - e. 2021 Regular Meeting Schedule
 - f. Status of Filling EDC Vacancy
- 2) Business Recovery
 - a. Oral Report from Main Street Partnership
 - b. Oral Report from Chamber of Commerce
 - c. Oral Report from Business Resource Librarian
 - d. Other
- 3) 2020-2021 EDC Work Plan Brainstorming
- 4) 2019-2020 EDC Work Plan Updates
 - a. Business Incentive Policy
 - b. Co-working Spaces
 - c. Business Outreach
 - d. Marketing
 - e. Other
- 5) Minutes September 23, 2020

Adjournment



Town of Simsbury

933 HOPMEADOW STREET ~ SIMSBURY, CONNECTICUT 06070

Maria E. Capriola - Town Manager

To: Ericka Butler, Town Clerk
Cc: Economic Development Commission
From: Maria E. Capriola, Town Manager
Date: October 22, 2020
Re: Economic Development Commission -2021 Regular Meeting Schedule

At their meeting on October 28, 2020 the Economic Development Commission adopted its regular meeting schedule for 2021. Meetings will be held monthly on the fourth Wednesday at 5:30pm.

Meeting dates are as follows:

January 27, 2021

February 24, 2021

March 24, 2021

April 28, 2021

May 26, 2021

June 23, 2021

July 28, 2021

August 25, 2021

September 22, 2021

October 27, 2021

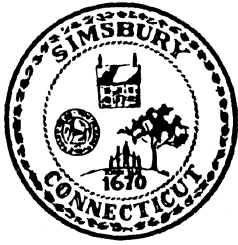
November 17, 2021 (third Wednesday due to proximity to the Thanksgiving holiday)

December 15, 2021 (third Wednesday due to proximity to the Christmas holiday)

The meetings will be held virtually or in a location to be determined. Meetings will be properly noticed in accordance with FOIA requirements.

2019-2020 EDC Work Plan - ADOPTED

Work Stream	Task	Person/People	Status
Business Incentives	Complete research on business incentives. Provide recommendations/update Business Incentive Policy.	Peter Van Loon, Tom Earl Staff: Maria Capriola, Melissa Appleby	Ongoing, draft policy expected to be presented to BOS in November
Marketing	Complete marketing materials refresh for tourism, real estate, and business recruitment purposes.	Brooke Freeman, Charmaine Seavy Staff: Sarah Nielsen	Revised scope and marketing proposal being developed. Proposal and contract expected to be executed by November 30th
Marketing	Assist with promoting 350 th Anniversary events.	Charmaine Seavy, To be Determined Staff: Lisa Karim	Impacted by COVID-19
Business Outreach	Conduct business outreach. Collect and track feedback.	Bob Crowther, Charmaine Seavy Staff: Mike Glidden	Ongoing, temporary pause due to COVID-19, talks resumed recently
Business Outreach	Assist with gathering feedback on wayfinding signage needs (type, location, etc).	To be Determined (2) Staff: Sarah Nielsen	Funding for wayfinding signage pushed out to FY22
Support Entrepreneurs	Support infrastructure for entrepreneurs. Promote access to business resources, information, and infrastructure.	Peter Van Loon, Ron Jodice Staff: Andrew Sherman	Ongoing
Support Entrepreneurs	Develop a plan for co-working space.	Peter Van Loon, Ron Jodice Staff: Andrew Sherman	Ongoing



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Economic Development Commission **Regular Meeting** **Minutes - DRAFT**

Wednesday, September 23, 2020 at 5:30pm
Virtual Meeting Broadcast Live via SCTV

Call to Order

The meeting was called to order by Chairman Bob Crowther at 5:31pm. Commission members Bob Crowther, Tom Earl, and Ron Jodice were present. Ex officio members Jackie Battos (Selectwoman) and Bill Rice (Planning Commission) were also present. Staff members in attendance included Maria Capriola, Town Manager, Melissa Appleby, Deputy Town Manager, Mike Glidden, Director of Planning and Community Development, and Andrew 'Sherm' Sherman, Business and Career Center Coordinator. Morgan Hilyard, Executive Director of the Simsbury Chamber of Commerce, was also present.

1) Business Recovery

a) Oral Report from Main Street Partnership

Mr. Crowther read a statement from Ms. Nielsen in her absence. Main Street is working with the Farmington Valley VNA to coordinate flu clinics for businesses, and is continuing to arrange PPE for businesses. The outdoor dining group met this week to discuss the extension. The small business roundtable with the Lieutenant Governor and State Representative went well. Ms. Nielsen is also working with Ava Grace on an event.

b) Oral Report from Chamber of Commerce

Ms. Hilyard reiterated that there was great discussion at the small business roundtable regarding business needs during this time. She said that the Chamber had a very successful golf tournament, which was a joint event with the Granby Chamber of Commerce. She reported that there has been an increase in new members for the Chamber. Ms. Hilyard noted that it has been encouraging to see how creative businesses have become in this new environment, and how they have been able to adapt and recreate the way they do business. She informed the group that the Art Trail will be closing on 10/5, with a closing ceremony to take place on 10/6. She is working with the Performing Arts Center and the Culture, Parks and Recreation Department on a drive-through trick-or-treat event on 10/18.

c) Oral Report from Business Resource Librarian

Mr. Sherman informed the group that the Library will have a limited reopening on 10/6. He reminded the group that the Business Resource Center has been rebranded

as the Business and Career Center. He said he is continuing to send out COVID-related announcements that pertain to the business community. He reported that the largest number of inquiries that he is fielding are in regards to what is available for unemployment.

d) Outreach to Stakeholders

There were no new updates.

2) 2019-2020 EDC Annual Report

Mr. Crowther said that he will be presenting the report to the Board of Selectmen on 10/14. He walked through the draft slides that were provided in the packet; there were no suggested changes from the group.

3) 2019-2020 Work Plan Updates

a) Marketing

The FY20 funds for this project were approved to be rolled over into FY21. Ms. Freeman, Ms. Seavy, and Ms. Nielsen will be meeting to discuss the scope of work.

b) Co-working Spaces

Mr. Crowther read a statement from Mr. Van Loon in his absence. Mr. Van Loon had provided an updated outline on this project, and noted that it included feedback from Ms. Hilyard and others. He said that the next step is to reach out to landlords to gauge interest. Discussion ensued regarding the need to have a central database for all available spaces. Ms. Hilyard said that she would be reaching out to her members and other contacts to figure out what the interest level is. She noted that we will need the other members of the team to reach out to their contacts as well.

c) Business Outreach

Ms. Capriola said that the Town Manager's Office has begun working on rescheduling the visits that were missed due to COVID restrictions. She reminded the group that if any members are interested in teaming up to conduct outreach to smaller businesses, the Town Manager's Office can assist with scheduling and providing a list of questions/discussion topics to use on the visits.

d) Business Incentive Policy

The draft policy needs to be finalized prior to presenting to the Board of Selectmen. The work team will get together to finalize the draft, and will bring it before the Board this fall.

4) Recovery-Friendly Community Initiative

Ms. Capriola reminded that group that if anyone is interested in getting involved with this initiative, they should let her know and she will connect them with Lisa Gray at A Promise to Jordan.

5) Update on Assigning EDC Members to Development Projects

The group decided that this effort will best be handled on a project-by-project basis, due to the fact that projects are not for public disclosure until applications are filed. Discussion ensued regarding the need to approach this without being perceived as advocating for any particular project as it moves through the regulatory process.

6) Minutes – August 26, 2020

This item was tabled due to lack of a quorum.

Mr. Crowther reported that the vacant slot on the commission was posted. Ms. Capriola noted that we are looking for someone who is a business owner, preferably in Simsbury.

Adjournment

The meeting adjourned at 6:25pm.

Respectfully submitted,
Melissa Appleby
Deputy Town Manager