



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

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Economic Development Commission

Wednesday, August 25, 2021

5:30pm

Virtual Format Only

REGULAR MEETING AGENDA

Call to Order

- 1) 2020-2021 EDC Work Plan Update
 - a. Marketing Project Update
 - b. Co-working Spaces/Supporting Entrepreneurs
 - c. Other

- 2) Stakeholder and Liaison Updates
 - a. Main Street Partnership
 - b. Chamber of Commerce
 - c. Business and Career Center
 - d. Zoning
 - e. Design Review
 - f. Sustainability
 - g. Development Projects
 - h. Other

- 3) Housekeeping Items
 - a. EDC Vacancy Posting
 - b. EDC Liaison to SPIRIT
 - c. EDC 2020-2021 Annual Report Preparation

- 4) Minutes July 28, 2021

Adjournment

VOLUNTEER WANTED – ECONOMIC DEVELOPMENT COMMISSION

The Town of Simsbury is seeking a volunteer to fill a recently vacated slot on its Economic Development Commission. Per Town Charter, because the resignation occurred by a registered Republican, the slot must be filled by an individual registered with the Republican Party. The selected candidate will be filling a term that will expire on October 10, 2023. The ideal candidate will have a business background, with preference given to a current Simsbury business owner.

The Economic Development Commission consists of seven voting members appointed to three year terms. The Commission serves as an advisory board to the Board of Selectmen, and is responsible for assisting with promoting and developing the economic resources of the Town, and in conjunction with the Town Manager, advancing the Town's economic development goals as defined by the Board of Selectmen. The Commission meets monthly, and more often as needed as special projects or initiatives arise.

Interested individuals should visit <https://simsburyctboards.vt-s.net/> and click on “New Volunteer Form” to submit an application. Volunteers are encouraged to apply as soon as possible. The Board of Selectmen Economic Development Work Group will review submitted applications and will meet with candidates selected for an interview.

2021 EDC Board of Selectman Presentation Agenda / Outline

- Economic Development Commission (EDC) Mission & Team Members
- Review all previous Workstream Projects and Team Assignments
- Highlight 2020 – 21 Accomplishments
 - Business Incentives – Create new Business Incentives policy
 - Completed and submitted the final document to the Board of Selectmen in 1Q 2021.
 - It was accepted by the Board and implemented.
 - Marketing – Update branding & marketing materials for the Town
 - Contracted with Dornenburg & Kallenbach Marketing Consultants
 - Completed Focus Group workshops with Real Estate & Hospitality businesses plus Survey of Town and interested parties
 - Have completed the initial analysis and made presentation to the BoS on 08/09/21
 - Working on "Next Steps" to update the marketing materials and create a new Branding Strategy for Simsbury
 - Support Entrepreneurs / Co-working Space
 - Working with the Chamber of Commerce to create a website in conjunction with local Property Managers & Owners to create an inventory of available co-working spaces in Town
 - The website will also provide the ability to match up potential buyers with available providers
 - Business Outreach
 - Conducted several meetings with top businesses in Town based on Tax Payments to Town (Curaleaf, McLean, Landwork Development, the Andreo family)
 - Conducted follow up meetings from the previous year with local non-profits to understand the impact of the Pandemic on their operations (Local Churches, Private Schools, Social Service agencies)
 - Working with the Simsbury Chamber of Commerce to provide Town Management quest speakers for monthly Government Affairs committee
- Plans for next 6-12 Months
- Q&A Session



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Economic Development Commission Regular Meeting Minutes - Draft

Wednesday, July 28, 2021 at 5:30pm
Simsbury Public Library, Program Room – 725 Hopmeadow Street

Call to Order

The meeting was called to order by Chairman Bob Crowther at 5:31pm. Commission members Ron Jodice, Tom Earl (virtual), Charmaine Seavy (virtual), and Peter Van Loon (virtual) were present. Ex officio members Bill Rice (Planning Commission, virtual) and Jackie Battos were also present. Staff members in attendance included Maria Capriola, Town Manager (virtual) and Melissa Appleby, Deputy Town Manager. Members of the SPIRIT Council in attendance included Nicole Kodak and Cheryl Cook. Also in attendance was Mark Scully of the Clean Energy Task Force.

1) Introduction to SPIRIT Council

Mr. Crowther provided an overview of SPIRIT Council and noted that this presentation is informational only. Ms. Cook introduced herself and Ms. Kodak, two of SPIRIT's co-chairs. She discussed the potential connection between the work of SPIRIT and EDC, noting that diversity is good for economic development.

Ms. Cook and Ms. Kodak gave a presentation detailing the work of SPIRIT, including: the background/history; the vision and mission; members; the various sub-committees (events, outreach, data/audit, housing); and publicity received to-date. They noted that Montgomery, OH and Decatur, GA are models for diversity, equity and inclusion work.

Following the presentation, Mr. Crowther opened up the discussion to commission members. He asked how SPIRIT expects to turn their work into results. Ms. Cook discussed the work being done in regards to data collection, which will help with measuring how we meet the needs of all residents. Discussion ensued regarding the need to be a welcoming community, including having a robust local economy that serves the needs of all residents.

Mr. Crowther said that SPIRIT should be included in the marketing project being coordinated by EDC. Ms. Cook and Ms. Kodak said that it would be helpful to have a liaison from EDC to the housing sub-committee. Mr. Crowther said that the EDC will identify one of its members to serve in this capacity.

Mr. Earl noted the work of the Westminster and Ethel Walker with the Horizons program, and suggested that SPIRIT connects with the work that those schools are doing. Ms. Kodak said that there is representation from Ethel Walker on SPIRIT.

Ms. Kodak said that the development updates from the Planning Director are helpful for SPIRIT, and that they would like the opportunity to continue attending those meetings.

Mr. Scully said that SPIRIT's work connects well with the Sustainable CT program. He said that the Sustainability Team can share resources with SPIRIT, and that the Sustainable Team can use SPIRIT's work to support its Sustainable CT certification.

2) 2020-2021 EDC Work Plan Updates

a) Marketing Project Update

Ms. Seavy said that she will work with Ms. Nielsen and DKA to include SPIRIT in their work. Mr. Crowther said that the results of the marketing study will be presented at the August 9 Board of Selectmen meeting.

b) Pandemic Follow-Up Outreach

Mr. Crowther said that he and Mr. Earl reached out to non-profits, private schools, and churches in order to do an analysis of the recovery. This was a follow-up to the outreach that was done earlier on in the pandemic. Mr. Crowther noted that the business outreach was handled by the Chamber of Commerce and Main Street Partnership.

Mr. Crowther reported that food needs doubled during the peak of the pandemic. While the demand has come down, food insecurity is still higher than it was prior to the pandemic. He said that all of the churches he spoke with took advantage of the Paycheck Protection Program. Mr. Earl reported that private school enrollment has been steady. The churches he spoke with are seeing their attendance increase.

c) Co-working Spaces/Supporting Entrepreneurs

Ms. Appleby reported that while the co-working proposal has been prepared, staff is planning to package this project with a few others that may be eligible for funding through the American Rescue Plan. This will be presented once the complete set of proposals is finalized.

d) Other

None

3) Stakeholder and Liaison Updates

a) Main Street Partnership

None

b) Chamber of Commerce

Mr. Crowther provided an overview of the Government Affairs committee. He said that there has been a focus on a featured speaker each month, such as the Town Manager on budget issues, and the chair of the Zoning Commission.

c) Business & Career Center

None

d) Zoning

Mr. Jodice reported that there has been a lot of permitting activity, including the recently approved Barber Cove project on Iron Horse Boulevard.

e) Design Review

None

f) Sustainability

None

g) Development Projects

None

h) Other

None

4) Housekeeping: Meeting Format

The group expressed an interest in continuing with the hybrid format.

5) Minutes June 23, 2021

Mr. Jodice made a motion to approve the minutes for the June 23, 2021 meeting as presented.

Mr. Van Loon seconded the motion. All were in favor and the motion passed unanimously.

Adjournment

Mr. Van Loon made a motion to adjourn the meeting at 6:44pm. Mr. Jodice seconded the motion. All were in favor and the motion passed unanimously.

Respectfully submitted,
Melissa Appleby
Deputy Town Manager