



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

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## Economic Development Commission

Wednesday, April 26, 2023

5:30pm

Virtual Format Only

## REGULAR MEETING AGENDA

Call to Order

- 1) Minutes of February 22, 2023
- 2) Stakeholder and Liaison Updates
  - a. Main Street Partnership
  - b. Chamber of Commerce
  - c. Zoning
  - d. Design Review
  - e. Sustainability
  - f. DEI Council
  - g. Development Projects
  - h. Historical Society Support
  - i. Other
- 3) Action Items and Housekeeping Items
- 4) EDC 2022-2023 Work Plan Discussion & Assignments
- 5) Other Business

Adjournment



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## Economic Development Commission Regular Meeting Minutes

Wednesday, February 22, 2022 at 5:30pm  
Held Virtually via Zoom

### **Call to Order**

The meeting was called to order by Chair Bob Crowther at 5:32pm. Commission members Ron Jodice, Tom Earl, Charmaine Seavy, Brooke Freeman, and Caroline Meckel were present. Ex officio member Heather Goetz (Board of Selectmen) was also present. Staff members in attendance included: Maria Capriola, Town Manager; George McGregor, Director of Planning and Community Development and Thomas Fitzgerald, Management Specialist. Also in attendance was Wendy Mackstutis, First Selectman, and Morgan Hilyard, Executive Director of the Granby-Simsbury Chamber of Commerce.

### **1) Minutes of December 14, 2022**

Mr. Earl made a motion to approve the minutes of December 14, 2022, Mr. Jodice seconded the motion and all were in favor.

### **2) Development Update – George McGregor, Director of Planning and Community Development**

Mr. McGregor walked the group through a presentation on current and future development projects in Town. Members from the Economic Development Commission engaged in questions and answers to Mr. McGregor during his presentation.

### **3) Stakeholder and Liaison Updates**

#### **a) Main Street Partnership**

No update given.

#### **b) Chamber of Commerce**

Ms. Hilyard announced that Mr. McGregor would be taking over on the Chamber Board of Directors replacing Ms. Appleby. The Government Affairs committee held a meeting on February 21<sup>st</sup> that had Economic Development presentations by Simsbury and Granby Planning Director's. The 2023 Community Guide is being created and printed.

#### **c) Zoning**

Mr. Jodice said that the focus has been on cannabis but that the Board of Selectmen ordinance on that subject might stall that.

#### **d) Design Review**

Mr. Crowther said that Design Review was discussing the affordable housing submission on Hopmeadow Street.

**e) Sustainability**

Mr. Crowther said that the same project that DRB discussed came to the Sustainability Committee and stated they are trying to make the building as Net 0 as possible.

**f) DEI Council**

Mr. Earl said he has been focused on the DEI Housing Subcommittee and provided an update received from members of the subcommittee

**g) Development Projects**

None

**h) Historical Society Support**

None

**i) Other**

None

**4) 2022-2023 EDC Work Plan Update**

Mr. Crowther said that he is working with Tom Fitzgerald to schedule the 2023 business outreach visits. He noted that if people are interested in being included to let him know once the schedule of visits is finalized.

Ms. Capriola said that in her proposed budget there is funding for the Tourism Map project.

In regards to the website updates, Mr. Crowther noted that this will be an ongoing, long-term project. Mr. Crowther said that Ms. Appleby did do an initial look and updated some parts of it.

**Adjournment**

The meeting adjourned at 6:19pm.

Respectfully submitted,

Thomas Fitzgerald  
Management Specialist

**2022-2023 EDC Work Plan – ADOPTED**

Work Stream	Task	Person/People
Business Outreach	<p>Continue to conduct business outreach with businesses.</p> <p><b>Perform outreach to restaurants.</b></p> <p>Collect and track feedback.</p>	<p>Bob Crowther, Charmaine Seavy, Tom Earl, Ron Jodice</p> <p>Staff: Town Manager’s Office, George McGregor</p>
Business Outreach	<p>Create welcome letter and/or packet for new businesses, collaborating with key stakeholders.</p>	<p>Carrie Meckel</p> <p>Staff: Town Manager’s Office, Sarah Nielsen, Morgan Hilyard</p>
Business Outreach <b>NEW</b>	<p>Serve as a technical resource for the Simsbury Historical Society and/or other area non-profits who contribute to the economic and cultural vitality of our Town</p>	<p>Tom Earl, Ron Jodice</p> <p>Staff: Maria Capriola</p>
Marketing <b>NEW</b>	<p>Update the Town’s Tourism Map (<i>funds permitting</i>)</p>	<p>Charmaine Seavy</p> <p>Staff: Morgan Hilyard</p>
Marketing <b>NEW</b>	<p>Create marketing “themes” to promote the Town for tourism purposes</p>	<p>Brooke Freeman, Charmaine Seavy</p> <p>Staff: Sarah Nielsen</p>
Marketing <b>NEW</b>	<p>Assist with exploring the feasibility of a Hospitality Task Force; develop and assist with an implementation plan.</p> <p><b>Explore information/resources that could be made available to tourists on Iron Horse Boulevard.</b></p>	<p>To be Determined</p> <p>Staff: Morgan Hilyard</p>
Support Entrepreneurs	<p>Create updates to the economic development portions of the Town’s official website. Once complete, conduct quarterly audit of information for relevance and accuracy.</p>	<p>Brooke Freeman, Charmaine Seavy, Ron Jodice</p> <p>Staff: Melissa Appleby, Business and Career Center Coordinator</p>