



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

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

Wednesday, July 24, 2019 at 5:30pm  
Simsbury Public Library, Program Room 2 – 725 Hopmeadow Street

## **Call to Order**

The meeting was called to order by Chairman Bob Crowther at 5:30pm. Commission members Bill Freeman, Peter Van Loon Ron Jodice, Brooke Freeman, and Carrie Meckel were present. Ex officio member Bill Rice, Chair of the Planning Commission, was also present. Staff members in attendance included Melissa Appleby, Deputy Town Manager; Michael Glidden, Director of Planning and Community Development; and Tom Fitzgerald, Management Specialist. Others in attendance included Lisa Gray, Executive Director of Simsbury Chamber of Commerce.

## **1) EDC Work Plan**

### **a) Update from work streams/teams**

- *Business Recruitment, Retention and Outreach* – Mr. Crowther presented a draft list of potential businesses for the next roundtable event. He notified the commission members that if there is a business not listed that they would like added to the list that we can do that as there isn't a hard cap on invites to send out. The next roundtable is September 18<sup>th</sup> with the location still to be determined.
- *Business Incentives* – Mr. Van Loon expanded on what he learned from the previous roundtable event and asked if the commission and staff could give him guidelines on what is used when recruiting business to town so he could reach out and network with potential opportunities. Mr. Glidden mentioned this outreach is typically done through the planning office or the Town Manager's Office but that he could meet with Mr. Van Loon to share some thoughts.
- *Support Entrepreneurs/Marketing* – Ms. Freeman gave an update that they are working with Main Street Partnership to see if a potential resource is available for marketing material.
- *Strategic Vision* – Mr. Jodice asked the group to discuss what the next steps are with the permit process now that the analysis was done. Mr. Jodice mentioned that potentially a small group of commission members could work together to evaluate the process and spot areas in the process that could make it easier for prospective applicants.

## **2) Housekeeping Items**

### **a) Reports/updates to and from EDC, Planning, Zoning, and Board of Selectmen liaisons**

Mr. Jodice asked the commission if they should take a position on Short Term Rentals. The group talked about the idea and concept and asked if reviewing the concept was in their duties outlined by the Board of Selectmen.

Mr. Rice and Mr. Glidden provided updates from the Planning Commission on 80 Climax Road.

Ms. Meckel provided an update on the work of the Sustainability Team, which is working on bronze-level certification through the Sustainable CT program. She described the method of how the Team is going about to achieve that certification. Ms. Meckel mentioned a possible idea of a survey that asks residents what they leave Simsbury to purchase. This report could be shared with businesses to possibly add to what they already stock to attract more local support as well as to businesses that may look to come to Simsbury to offer an underserved service.

## **3) BOS Tourism/EDC referral regarding Tourism Committee duties and membership composition**

Ms. Appleby informed the commission of the referral from the Board of Selectmen, including a memo from Ms. Capriola that was included in the meeting material. The Board of Selectmen wants the EDC to think about what the relationship between the EDC and the Tourism Committee is from each point of view. Mr. Crowther asked the group to think how promoting the town could help promote business and how promoting businesses can help promote the town as a tourist destination. Mr. Crowther stated this could be a common goal of the two groups.

## **4) Minutes**

### **a) June 26, 2019**

Mr. Freeman made a motion to approve the minutes as presented. Mr. Van Loon seconded the motion. All were in favor and the motion passed.

## **Adjournment**

The meeting was adjourned at 6:25pm.

Respectfully submitted,

Thomas Fitzgerald  
Management Specialist