

Barkhamsted Economic Development Study Committee
Minutes of January 29, 2009 Meeting

Attendees: Mike Casale, Debbie Ciriello, Leslie Cosgrove, Bill Downes, John Lavieri, John Morici, Don Stein, Mark Waterhouse

Guests: Vicky Thomas

Discussion:

Riverton

The group reviewed the information that resulted from the Riverton Focus Group on January 20, 2009 (see attached document) and endorsed the Vision Statement with a minor modification. Based on the low turn-out, there will be a informational session to be held in Riverton after the next EDC meeting (scheduled for February 18). The purpose for this meeting will be to inform the residents and merchants of potential plans for events and promotional activities under consideration for this year. Efforts will be made to communicate the date and location by posting notices in the Firehouse, General Store, etc., as well as through the website and the press.

Mike Casale also presented Preliminary Event Concepts and will refine this list for the next meeting to allow a final calendar of events to be established. Part of the meeting to be held in Riverton will be to solicit volunteer support for these events, which will be intended to increase traffic to Riverton and to make it a more attractive location for small businesses and shops. The types of ideas that were presented included a flea market for fly fishermen, concert series, charity fundraiser and executive retreats. Establishment of a "Friends of Riverton" organization was also discussed, which would help with resources, sponsorships, scheduling and measuring success.

Route 44

Mark Waterhouse will facilitate a focus group regarding a strategy for Route 44 on February 10. The Economic Development questionnaire below will provide the basis for this discussion. It was agreed that a concerted effort to contact local business owners and residents was necessary to increase the number of participants. The town will use the sandwich board in front of Town Hall, will contact the local press and will post signs at the local stores to inform people of the meeting.

Economic Development Commission

At the February 18th meeting, the committee will discuss the need for a permanent Economic Development Commission. Part of the decision process will depend on the results of the next Riverton meeting and the Route 44 focus group.

In addition, the committee agreed that more use should be made of the town website as a means of communicating events and other appropriate organizations to the general population.

Submitted,

Donald S. Stein

**Terms that will describe Riverton in 2020:
(Grouped by similar or related theme)**

<ul style="list-style-type: none"> ▪ Quintessential New England charm ▪ 19th Century village charm ▪ Lambert Hitchcock Heritage ▪ Village cluster (live/work) ▪ Residential/business balance ▪ Appropriate adaptive reuse ▪ Scenic riverfront setting ▪ Natural serenity ▪ Retains its intimacy ▪ Holiday charm ▪ Easy access to river and forests ▪ Riverwalk ▪ Walkability ▪ Convenient access (Routes 44 & 8, airport) ▪ Regional destination ▪ Connections with surrounding resources (campground, dam, forest) ▪ Outdoor recreation ▪ Outdoor waterfront dining ▪ Fishing & boating ▪ Historical hikes ▪ Hike, bike, canoe & eat 	<ul style="list-style-type: none"> ▪ Bustling small businesses ▪ Eclectic mix ▪ Business collaboration (cross promotions, sense of family) ▪ Spirit of entrepreneurship ▪ Executive retreats ▪ Guided tours ▪ Romantic getaways ▪ Live performances ▪ Amphitheater concert series ▪ Mix or arts, music and culture ▪ Spend the day ▪ Return trips ▪ Weekend packages ▪ Seasonal family activities ▪ Special events [seasonal] ▪ Appeals to all ages ▪ Handicapped friendly & accessible ▪ Socially, environmentally advanced ▪ Accessible parking ▪ Bathroom facilities ▪ Multi-use fairgrounds
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**Vision Statement – Draft #1 by Work Groups
(Key words underlined)**

Group #1	Group #2
<p><u>Nestled in the Litchfield Hills, Riverton with its 19th Century charm and history to match, offers arts, outdoor recreation, shopping and entertainment opportunities within a charming [quaint?] village setting.</u></p>	<p>Riverton is a <u>quaint, historic village near the headwaters of the Farmington River, offering activities for all ages.</u> It is rich with its <u>unique shops, recreation, entertainment, history and opportunities to relax.</u> A great place to <u>live, work and play.</u> Riverton provides <u>natural serenity in a warm, welcoming environment for active, community-minded people.</u></p>

Draft #2 – Combined Riverton Vision Statement

Nestled near the headwaters of the Farmington River in Connecticut’s Litchfield Hills, Riverton is a quaint, historic village with 19th century charm ~~and history to match~~, and provides a natural serenity in a warm, welcoming environment for active, community-minded people of all ages. Its unique blend of shops, arts, entertainment, outdoor recreation, and opportunities to relax makes it an ideal location to live, work, play, visit and run a business.

Barkhamsted, Connecticut Economic Development

1. Why is economic development important to Barkhamsted? What is the Town trying to accomplish by having an economic development program?

Allocate 100 points to the following categories or others you add to the list:

Economic Development Purpose	Points
1. Reduce residential tax burden by having more businesses paying taxes to the Town	
2. Improve employment opportunities for Town residents	
3. Allow residents to obtain desired goods and services locally	
Other Purposes (Please Specify)	
4.	
5.	

2. From a business perspective, what are the strengths and weaknesses of Barkhamsted as a location for business?

Strengths	Weaknesses

3. What local or regional issues are shaping Barkhamsted's ability to have an effective economic development program?
4. What are the primary opportunities Barkhamsted has for economic growth in the future?
5. What other topics are important for discussion tonight?