

Town of Barkhamsted
Economic Development Committee
July 16, 2008

Attendees: M. Casale; L. Cosgrove; D. Ciriello-Grohowski; L. DiMartino; W. Downes; K. Gallmeyer; C. Lavieri; J. Lavieri; J. Morici; W. Pratt; D. Stein; M. Waterhouse

- Don Stein and other members who had attended the Wilderness-Wellness Weekend in Riverton on July 10-12 provided feedback on the event. In addition, the Riverton Merchants Association had provided insight into the weekend at their meeting on July 15. The general conclusion was that the weekend was successful and should become a recurring event. There are current plans for an antique show sponsored by the Merchants and the Barkhamsted Historical Society to be held the weekend of September 18-20. Plans will be made to hold an art show and another weekend full of events in Riverton in conjunction with the antiques show.
- Mark Waterhouse, Leslie Cosgrove and Mike Casale presented a revised draft of their final report for the Economic Development Study (attached). The major areas of concern were with regard to recommendations to establish a Design Advisory Committee and a Desirable Design Handbook; and the proposal to seek designation in historic preservation programs. The other major discussion was related to the use of the term “wellness” with regard to Riverton.
 - Relative to the design committees and handbook and historic preservation, the Committee decided to change the recommendation in the final report to defer final decisions on these issues to a formally chartered Economic Development Commission which will be one of the firm recommendations. Mark Waterhouse will provide links to the towns that have these manuals for review by the Committee members.
 - Relative to Riverton, the Committee agree that the best approach to branding was to use the phrase “Riverton – It’s right here”. The Committee felt that this conveyed a better image for the Village, but still allows for the use of “Wilderness and Wellness” for weekend events.
- The written final report will be provided to the members by August 15th and a public forum will be held on September 16 at 7:00 PM to receive input from town residents. If any of the Committee members have comments on the final report, they can provide them directly to the consultants prior to the public forum.

Barkhamsted Economic Development Strategy Final Report Outline

1. Background and Purpose
 - a. Create a strategy for economic development for the Town, with parallel emphasis on the Route 44 corridor & the Village of Riverton.
 - b. Create & manage a series of events for Riverton, which will attract people to the area & which will showcase the attractiveness of the area.
2. Methodology
 - a. Background research
 - b. Public Forums
 - c. Economic Development Committee input
 - d. Riverton Merchants Association input
 - e. Route 44 property database
3. Research Findings
 - a. Why Barkhamsted should support economic development
 - b. Strengths and Weaknesses of Barkhamsted as a location for business
 - c. Issues shaping economic development in Barkhamsted
 - d. Opportunities for economic growth
 - e. Overarching principles guiding future economic development
 - f. Other findings
4. Riverton
 - a. Vision Statement
 - b. Branding – ***“Riverton – It’s Right Here”***
 - c. Increase capability of the Riverton Merchants Association by becoming a public-private partnership as a 501(c)(3) or 501(c)(6) or establishing a new entity such as “Friends of Riverton”
 - d. Adopting the Main Street approach
 - e. Operating framework for future events
 - f. Cross-cutting tactics
 - 1) Riverton Rewards Card/Brochure
 - 2) New Riverton Website
 - 3) Pre-/Post-Event Publicity
 - 4) Wilderness & Wellness Weekends
 - 5) Executive Retreats
 - 6) Fundraising events
 - g. Events Calendar
 - 1) Building on existing events
 - 2) Creation of new events

5. Town-wide Action Agenda

a. Organizational Initiatives

- 1) Establish an official Economic Development Commission as allowed under Connecticut General Statute CGS § 7-136.
- 2) Establish a master contact list of all Barkhamsted businesses using the Executive-Pulse software available free from Northeast Utilities.
- 3) Add an Economic Development tab to the Town's website. Populate this section of the website with information necessary to promote economic development such as a community profile, available sites and buildings, forms necessary for business operations, etc. As an example, see: <http://www.farmington-ct.org/TownGovernment/EconomicDev/> .
- 4) Develop an incentive policy as a tool to attract business capital investment.
- 5) Establish a Design Advisory Committee and publish a Desirable Design Handbook
- 6) Apply for designation in historic preservation programs

b. Development Initiatives

- 1) Develop a business park at RRDD #1.
- 2) Identify sites most suitable for development along the US 44 corridor that combine adequate size, limited physical constraints (particularly topography and wetlands), good accessibility and potential to provide or obtain needed utilities.

c. Marketing Initiatives

- 1) Create a Barkhamsted/Riverton merchants electronic marketing newsletter with weekly updates promoting merchants and events (see Heart of Danville weekly E-News: <http://www.downtowndanville.com/newsletter.html>).
- 2) Create a monthly electronic Barkhamsted economic development newsletter to be distributed to interested parties and available from the Town's website. See Farmington, CT as an example. Consider a contact program such as Constant Contact for management of this newsletter (see <http://www.constantcontact.com/pricing/pricing-plans.jsp>).

Town of Barkhamsted Action Agenda			
Topic Area: [Organizational, Development or Marketing Initiative]			
Initiative Name:			
Background Information			
Major Action Steps and Schedule			
Action Steps			Schedule
1.			
Responsibility			
Primary:		Support:	
■		■	
Resources Needed			
Funding:	Item	Amount	Possible Sources
			■
Other:	■		
Performance Measures			
■			
Timeframe			
This Initiative is:			
<input type="checkbox"/> Short-term (1-2 years)	<input type="checkbox"/> Intermediate-term (3-5 years)	<input type="checkbox"/> Long-term (5+ years)	<input type="checkbox"/> Continuing
Additional Information			