

**Town of Barkhamsted**  
**Economic Development Commission**  
**Minutes**  
**May 18, 2017**

**Meeting called to order at 7:40 PM**

**Attending members:** Ross Herzog, Tim Deschenes-Desmond, Mark Mahoney, Bob Pulford, and Kathy Williams. Also present was Don Stein, First Selectman.

**Public Comment:** Vicki Rebillard from Riverton Self Storage was also present for the discussion about the Riverton Merchants meeting.

**Review of minutes:** On a motion made by Kathy Williams, seconded by Bob Pulford, and passed unanimously (Tim Deschenes Desmond and Mark Mahoney abstained), the Meeting minutes of April 20, 2017 were approved.

**Discussion:** Mark Mahoney reported on the meeting at the Town Garage on May 10 with the Riverton Merchants (Vicki Rebillard, Leslie DiMartino (Riverton General Store), Ines Hazen (Rose's Kitchen) and Rick and Nancy Swenson (Hitchcock Furniture) and about 30 additional folks interested in promoting Riverton. Discussion centered on ways to help Riverton, the businesses that are in town or are for sale, events that are not well-publicized, and ways to brand the Village, as well as the possibilities for creating a logo or a "passport" to be used to get folks to circulate and patronize all of the businesses – the "Riverton challenge". Many people already volunteer, but getting more community groups involved to promote events like the Haunted House and the Fishing Derby, was considered to be key. There will be follow-up meetings to continue the discussion and to formulate a strategy.

The Still River Music Festival that is going to be held at the Riverton Fairgrounds on June 24 was also discussed. It is being organized by Darcy Abbott of New Hartford and will benefit AIM for a Better Tomorrow, a non-profit organization that supports and creates art and music programming for at-risk populations in multiple communities. It will be held from noon until 10:00PM and will feature many local bands, and will also have attractions for various age groups. This has the potential to help to bring many folks to Riverton and hopefully will become an annual event.

**Discussion:** The EDC discussed Earth Day which was successful for the 4<sup>th</sup> year in a row, although attendance was down a bit due to the rainstorm that occurred at noon, just when the event was kicking off. The attendance was probably between 400 and 500 people and, as usual, the vendors and the attendees felt that the day was a success.

**Discussion:** Don Stein informed the Commission that discussions were proceeding with the property manager for the Mallory Brook Plaza regarding the possibility of extending sewers from Winsted to the Plaza, which would then solve the septic problem in the Plaza. The foreclosing bank is working through Readco, who is managing the property, to try to upgrade the plaza and rent the empty stores. There will be a meeting set up in the near future to discuss the details of the sewer line extension.

Don Stein and Ginny have access to the visitct.com State website so that we can post events for statewide and out-of-state coverage.

**Brochure Walking Map:** Don Stein showed the members the free tourist map created by Miles of Smiles Directional Co., who creates the map and sells advertising to pay for the printing and graphics. It is distributed throughout the region and particularly at the local merchants and tourist locations and includes, Winsted, New Hartford and Barkhamsted. It is very well done and should be an asset to the town as a promotional tool for events and our merchants.

The meeting was adjourned at 8:50 PM.

Respectfully submitted,

Don Stein  
First Selectman