

Town of Barkhamsted
Economic Development Commission
Meeting Minutes
January 15, 2015

Meeting called to order by at 7:50 PM

Attending members: Tim Sullivan (7:50), Bob Geiger, Ross Herzog, Ginny Apple (7:50). Also present was Don Stein, First Selectman and Jocelyn Ayer

Review of minutes: A motion was made by Bob Geiger and seconded by Ginny Apple to approve the Minutes of the December 18, 2014 meeting. Minutes were unanimously approved.

Discussion: Jocelyn Ayer, Economic Director for the Northwest Hills Council of Governments and the Northwest CT Regional Planning Collaborative, presented the initiatives that are underway to assist the towns with economic development. The NHCOC has applied for a grant which will help with workforce development and has signed an agreement with the NWCT Chamber of Commerce for support in applying for economic development grants.

Jocelyn also handed a copy of the scope of work for a grant received by the 8 towns in the Collaborative, which will allow them to hire a consultant who will focus on marketing vacant real estate in each town, among other advisory tasks. She also handed out guidelines and an action list from the CT Main Street Center, which provides advice on how towns can do a better job of economic development; a list of the types of resources available to small businesses; and a questionnaire regarding existing small businesses and how the towns can assist them.

She told the Commission that she was willing to set up an annual forum for the towns in the COG, in which the various EDC's can share experiences and learnings, and also provided a brochure that was developed for the Collaborative, marketing the "Secret Corner" of NW CT.

Discussion: Ginny Apple provided her plans for the following initiatives:

- A student intern from the Community College will be used to develop a tourist map and website improvements to market the town, focused on Riverton and Pleasant Valley. Ginny also provided handouts from the "Trail Towns" in Kentucky, a tourist map from Scotland, and screenshots of the website for a small town in Texas, as examples of improvements that we could undertake.
- The town Earth Day event will be Sunday, April 26, and Ginny has invited the same people who demonstrated the raptors last year. She has a number of "vendors" committed and is hopeful the event will continue to grow.
- She is also hopeful of starting a crafts/arts market similar to a farmers' market in town and would like to try it out a few times during the summer.

Motion: On a motion by Tim Sullivan, seconded by Bob Geiger, the Commission voted to allocate up to \$450 for the student intern, to pay for the raptor show at the Earth Day event and to pay for signs for the event.

The Commission requested that an item be on the next agenda to review and revamp the previous mission statement that was developed when the Commission was formed (see below)

Proposed Barkhamsted Economic Development Commission Charter

November 17, 2009

As defined in the Ordinance 24-1, the Town of Barkhamsted has established an Economic Development Commission (the EDC) for the purpose of promoting and developing the economic resources of the town. The EDC will consist of seven (7) members to be appointed by the Board of Selectmen in accordance with the ordinance.

The town's intent is to implement planned economic development, which is in keeping with the character of the town. In fulfilling this purpose, the EDC's mission shall be based on the actions defined in the Barkhamsted Economic Development Strategy final report, dated September 30, 2009. Focus areas include:

- 1) Promoting Barkhamsted as a business and tourist destination.
- 2) Attracting jobs for Barkhamsted residents
- 3) Developing a proactive program to facilitate the location and expansion of quality businesses and community assets that are consistent with the character of the town
- 4) Ensuring that community development activities develop and follow the economic development strategy referenced above

The meeting was adjourned at 9:07 PM.

Respectfully submitted,

Don Stein
First Selectman