

## **Andover**

### **Economic Development Commission**

#### **Zoom Meeting Minutes**

**Date: Thursday November 12<sup>th</sup>, 2020 7:00PM**

I. Call to Order – 7:21. People had difficulty signing in. Attending: Elaine Buchardt, Cathy Palazzi, Patrick Dougherty, Lori Blake, Catherine Magaldi-Lewis.

II. Public Speak - none

III. Tolland County Chamber of Commerce report – Elaine talked about the Zoom meetings the EDC group is having. All the municipal members are trying to keep on top of information sharing for the businesses in their towns concerning financial help and safely keeping the businesses open.

IV. Social media communication

Who can do what: Catherine is the creator and administrator for our Andover CT Economic Commission Facebook page. Elaine can edit. Amanda for the town has not been added as an editor successfully yet. Catherine and Amanda are still working on that.

Andover is Open for business: Elaine has gotten some ideas from the Hebron is Open for Business task force who presented to the Board of Selectmen on Monday the 9<sup>th</sup>. They have a very robust Facebook page that has business owners as members who can do their own promotional posts. The purpose is to reach out to people to let know they are still operating during the pandemic. The town also offered coupons and contests to encourage people visiting the local businesses. The task force consists of a Board of Selectman member, a person who works in the town hall, an EDC member and a few business owners. Elaine has created a few posts on the EDC Facebook page under the heading of Andover is Open for Business. Elaine did one for Andover Pizza and Hurst Farms. We will continue to promote businesses as a commission one at a time.

The group will take pictures and write a little story about the businesses and send them to me to post. Lori will talk to the Dance Hub and Over andOver. Cathy will go to Tom's Place and Andover Landscaping. Catherine will go to the Andover Liquor Store and the Mini Mart next door. Patrick will talk to Scotts Tree Farm.

Lori asked about a list of businesses. There is a business directory linked to the town website on the EDC page. The directory is now updated by Amanda, the town

administrator's assistant, since she gets information for new businesses through the town office.

V. Local Business Survey

Lori and Catherine are working on questions for the town survey. They will work with Amanda to get the survey out. They will try for completion by the end of November.

VI. Mission Statement

We went over the new draft for our mission statement. A third draft version with some modification was motioned for approval by Cathy, Patrick 2<sup>nd</sup>. All approved. Catherine to send the new mission to Amanda for posting on the EDC town website page.

VII. Farmers Market – Elaine said the final market this year on Saturday Nov 7<sup>th</sup> had about 250 attendees. It was quite a success with amazing weather. Covid-19 protocols were in place with masks, distancing and had sanitizer. The EDC group would like to see more markets than the once a month we have been doing. Elaine will discuss this with the AFM for planning next year.

Elaine will share the AFM Facebook page posting of the market to the EDC Facebook page.

VIII. Tourism Board – Patrick wasn't able to make the last meeting, but is in communication with the group as the town of Andover representative.

IX. Projects:

Welcome signs: Elaine to solidify the design proposal with Art Signs to create a presentation to the Community Fund group.

Linking listings to the town website – Elaine will look into how to do this.

Branding – future discussion

Sustainable Connecticut – Cathy, Patrick, Elaine and Jeff Maguire as BOS liaison are on the committee to work on Sustainable CT. The Conservation Commission, the Andover Farmers Market Committee and Library will have representatives work with us.

EDC 101(from Advance CT) – workshops on hold

X. More ideas: 2021 meeting dates. We discussed what time might work for 2021 EDC meetings to be submitted to the town clerk for posting. We decided on the third Thursday of the month as a regular meeting schedule and will change as needed. Elaine will submit Jan. 21<sup>st</sup>, Feb 18<sup>th</sup>, Mar 18<sup>th</sup>, Apr 15<sup>th</sup>, May 20<sup>th</sup>, June 17<sup>th</sup>, Jul 15<sup>th</sup>, Aug 19<sup>th</sup>, Sep 16<sup>th</sup>, Oct 21<sup>st</sup>, Nov 18<sup>th</sup>, Dec 16<sup>th</sup> for meeting dates at 7:00PM.

XI. Assignments

Elaine- signs, Facebook page info sharing, dates to Town Clerk, Sustain CT, TCCC.

Patrick – Tourism, Sustain CT, Andover Open or Business(AOB) – Scott's Tree Farm.

Cathy – Sustain CT, AOB -Tom's Place and Andover Landscaping

Catherine – Business Survey, AOB – Andover Liquor Store and Mini Mart.

Lori – Business Survey, AOB – Over AndOver and Dance Hub.

To be done is Chinese food restaurant, 7-11, Extra Mart. Let us know if you can do these. Then we have Ben Franklin, Hop River Storage and various smaller businesses to look into. Please email to all of us any more ideas on this.

XII. Public Speak-none

XIII. Adjournment at 8:10 next meeting Dec. 10<sup>th</sup> at 7PM- zoom.

Minutes respectfully submitted by Elaine Buchardt