

Andover

Economic Development Commission

Zoom Meeting Minutes

Date: Thursday December 10th, 2020 7:00PM

Zoom meeting

I. Call to order: 7:00PM with Catherine Magaldi-Lewis, Cathy Palazzi, Lori Blake, Elaine Buchardt

II. Public Speak - none

III. Add/Delete

IV. Minutes from last meeting: Cathy made a motion to accept the minutes from 12-12-20. Catherine 2nd. All approved.

V. Tolland County Chamber of Commerce report:

Webinar for Opportunity zone in Mansfield Dec 15 10:30 to 12:00– Elaine talked about the webinar to be put on with Mansfield to discuss the opportunity zone designation that the state DECD has set up. Elaine emailed information to the group about the Opportunity Zones that were set up to give Capital Gains tax breaks to investors in the area. Maybe we can come up with ideas to capitalize on these zones that are near us. There is one in Mansfield and Willimantic. Elaine will check to see if the meeting is recorded so we can watch it at another time.

Elaine sent the Christmas lights Hunt flyer to be posted on the TCCC website. They are looking for town initiatives to post. Not just business related things. The town of Andover is a paying member as are the other towns in Tolland County.

Farmers Market – Elaine talked about the wrap up farmers market meeting. The 2020 season was successful at the church field location. We are considering having more markets than once a month. We are checking with the vendors to see if they can do more markets for Andover.

Tourism Board – Patrick – no news. Patrick missed our EDC meeting.

VI. Social media communication

Who is doing what?

Andover is Open for business- assignments. We went over member assignments. Cathy has pictures and a write up for Tom's Place. She will email to me to post. Lori will do a picture and write up for CT Dance Hub and send to me. Catherine working on the Mini Mart and the Andover Liquor store. Elaine is looking at Facebook and websites for Andover businesses and doing some posts using those.

VII. Projects:

Local Business Survey – Catherine and Lori have been working on this. Catherine sent the group proposed questions for emailed opinions. Elaine will dig up information on the Long Term Planning Committee survey which asked some similar questions and send to the group. Once we have a survey to send to businesses, we will work with Amanda Gibson to send them out. Looking into Google Forms and Survey Monkey was suggested. Not sure what Amanda uses for the town.

Sustainable Connecticut- meeting with library. There is a Library Board Zoom meeting scheduled in January with Sustainable CT on the agenda. They have a member who wants to be on our Sustainable CT committee. We have a member of the conservation committee and the Board of Selectmen hoping to get someone from the Farmers Market, Board of Ed, PTA, etc. We are hoping to have a Sustainable CT committee meeting January or February to kick things off. Cathy is in charge of that.

Welcome signs – Elaine has touched base with Art from Art Signs who designed the sign we liked. I explained we didn't get funds from the town and now must pursue getting money from the Community Fund set up by the Hartford Foundation for Public Giving. Cathy says they should be meeting the beginning of the year and communicating that they are accepting project funding requests.

Branding – Hebron has Adirondack chairs and now snowmen. The Adirondack chairs have been brought in for the winter. There are now decorated snowmen in front of some businesses in the center of Hebron. Andover needs to determine what icons can be used to represent us. Catherine suggested somehow tying in the 175th town birthday coming up.

Commercial listings on EDC town website – Elaine needs to figure out who to attach links to commercial real estate to the EDC page. It is well known that a lot of commercial property is privately handled and not publicly listed.

VIII. More ideas

IX. Assignments: Andover is Open for Business – Lori: CT Dance HUB, Over AndOver.

Catherine: Mini Mart and Andover Liquor store in Andover Plaza.

Cathy: Tom's Place and Andover Landscaping

Patrick: Scott's Tree Farm

Elaine will scour Facebook and websites for Andover Businesses and post when found.

X. Public Speak - none

XI. Adjournment at 7:47PM

Minutes respectfully submitted by Elaine Buchardt