

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Tuesday, September 20th, 2022 5:30PM

- I. Call to order by Elaine Buchardt at 5:40PM Attending: Cathy Palazzi, CatherineX F Magaldi-Lewis, Patrick Doherty
- II. Public Speak - None
- III. Add/Delete
- IV. Minutes from June will be reviewed in October meeting.
- V. Tolland County Chamber of Commerce report - Elaine

New TCCC website with Town calendars – Elaine reminded people that the Andover calendar of events is up and running on the Tolland County Chamber of Commerce website. We have to keep sending Melissa(Missy) Smith information on any events that are coming up in the future for her to post. Specifically senior events and 175th Anniversary events should be sent to her.

Other towns events and initiatives – Tolland, Bolton, Mansfield and Coventry on working on their four town branding project. There will be a survey coming out to ask people's opinions about it. This is an effort to market the towns in a regional way. Elaine attended Ellington's Farm Day and Coventry's Arts on Main that were both September 17th.

Farmers Market – Elaine – the next Farmer's Market is coming up for October 5th 4-7 and the final one is Saturday, November 5th from 11-2. The 175th Anniversary group has been there selling calendars and doing basic fund raising for the events.

- VI. Social media communication - Who is doing what?

Andover is Open for business – Elaine continues to share any Andover Business facebook posts on the Andover Economic Development page as well as sharing any pertinent to businesses information that is on the Tolland County Chamber of Commerce posts as well as the Willimantic Chamber of Commerce posts and the Hebron Economic Development posts.

- VII. Projects:

Board communications – All – people should continue to send out emails to the group to keep them informed of EDC initiatives they are involved in.

Business Directory/Business mapping(ongoing) – Elaine- the updated directory is now being posted on the town website by our new admin assistant, Kate Morrissey. Elaine continues to check the AndoverCTEDC@gmail.com email to see if anyone has posted new business information to it.

Sustainable Connecticut – Cathy, Elaine SustainableCT is now introducing a new GOLD level certification to the towns. Cathy continues to work with them to get our Bronze certification. She is working with Jessica from SustainableCT to sort out the moving targets. The staff keeps changing and we get conflicting guidance on reporting things.

Things are getting harder to get recognition for because we have no support from the town authority – the Board of Selectmen and the Town Administrator. This is really supposed to be a town effort, not just volunteers.

UConn student help(meeting with the students) – Catherine – the UConn students did a walkabout of Andover on Sept. 9th and got a feel for the town. They liked what they saw and were particularly enthralled with Hurst Farms. They have looked over the information we have sent them and will be working on plans for development to present to us. There is a workshop at UConn that we have been invited to attend. Catherine, Eric and Elaine will try to be there at 1:30 on September 30th.

Welcome signs –Elaine –Since we were turned down again for funding for the signs from the Hartford Foundation Community Fund we have to go back to the drawing board and request the money from the town one more time. Elaine has asked Patrick to help with this initiative. We have to come up with something cheaper than \$10,000 to be able to do anything. Elaine has an idea for some smaller signs on Route 6 at the east and west town boundaries and a larger singular sign at the end of Shoddy Mill near the stonewalled “dog pound”.

Businesses coming to town – combined meeting with P&Z and Town Administrator – we had one combined meeting with the Town Administrator and the Planning and Zoning chairman. It was very informative. We will plan on another meeting in November to talk about businesses interested in coming to town.

- IX. Branding –More ideas – we can wait to see what the four town initiative comes up with.
- X. Assignments – Cathy – SustainableCT, Catherine – UConn student connection and 175th, Patrick – Welcome to Andover signs, Elaine – business directory, Facebook posts, Tolland County Chamber of Commerce and Farmers Market.
- XI. Public Speak - none
- XII. Adjournment – Next meeting October 20th 2022 5:30PM