

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Thursday March 18th, 2021 7:00PM

I. Call to order – 7:10 Elaine Buchardt, Cathy Palazzi, Lori Blake, Patrick Dougherty (we had technical difficulties and had to send out another zoom invite).

II. Public Speak - none

III. Add/Delete – still want to be on EDC July 1st, 2021 to June 30th, 2023?

Since our EDC membership expires on June 30th 2021, checked if people wanted to remain on EDC for two years. Elaine, Cathy and Patrick said yes. Lori will get back to us. Need to ask Catherine.

IV. Minutes from last meeting- Cathy made a motion to accept the minutes for January. Lori 2nd. Cathy, Lori, Elaine accepted. Patrick abstained.

V. Tolland County Chamber of Commerce report – Elaine

The TCCC has been spreading the word to members and other businesses about the TAG Sale Trail being created the weekend of April 24th. For a fee, individuals and businesses, as well as restaurants can be put on the trail map as places to stop for the sale or to eat. They are reaching out to all the businesses they know of to see if they want to be on the map.

Farmers Market – Elaine

The Andover Farmers Market is going to have 7 events in 2021. The first Wednesday of the month starting in May to October and the first Saturday in November. The events will all be at the church. 4-7 for most events. 10-2 for the Saturday.

Tourism Board – Patrick NE tourism meeting on Thursday morning – Elaine

Elaine attended the second meeting of the Northeast Tourism Board created by the Windham Region Chamber. They got a grant to do four tourism videos for the northeast region that are being created by students from ECSU. Diane Nadeau is running things. She used some of the grant money to purchase video equipment and editing software to create the videos. They can be used for future EDC videos. They are looking for information for each town to go into their tourism guide. They only had Over AndOver for Andover as a place to stop. I added Andover Pizza, Tom's Place and the Hurst Farms Country Store to go under Andover in the Tourism guide. She was looking for places that tourists might be interested in stopping. I did call Scott Sauyet from Four Winds Farm, but they don't do horse back riding. They are a riding school and board horses. I talked about the Andover Historic Museum and they aren't open to the public. You have to make an appointment to see it. Diane will keep me in the loop for any future meetings they have.

VI. Social media communication

Who is doing what? – Andover is Open for Business: Elaine is still looking through Facebook and sharing information posted by Andover businesses. Occasionally she goes out to websites and shares them.

VII. Projects:

Sustainable Connecticut – Elaine provided Cathy with activities we have worked on to go in the certification spread sheet. Business Directory, Facebook page, working with P&Z on the POCD.

Local Business Survey – finish up. We went over the questions on the survey and pared it down so it wouldn't take too long and added a question about being in the directory. We wanted businesses asked questions about their business and what they think the EDC can offer them. Lori to send the new version out to everyone for approval, then work with Amanda to determine how we send it out to local businesses for an electronic response – Google docs?

Welcome signs – sent to CIP, BOS and will send to Community Fund -still waiting for request for proposal from the Community Fund.

Branding – Cows, Bike, Adirondack chairs, snow men, etc? – no discussion.

VIII. More ideas

Elaine is working on updating the business directory and trying to figure out how to reformat it so it looks more like a directory. She is going to be adding businesses that are on Facebook and not currently on the directory. She is going to figure out how to create a map showing business locations – a suggestion from Sustainable CT.

IX. Assignments – Patrick doing Tourism. Cathy is in charge of doing Sustainable CT with Elaine and Patrick on that committee. Lori and Catherine to finish up and distribute the business survey. Elaine to update, reformat and map the business directory.

X. Public Speak

XI. Adjournment – 8:00PM

Minutes respectfully submitted by Elaine Buchardt