

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Thursday May 20th, 2021 7:00

- I. Call to order at 7:05 by Elaine Buchardt. Attending Cathy Palazzi and Catherine Magaldi-Lewis
Absent: Lori Blake, Patrick Dougherty
- II. Public Speak - none
- III. Add/Delete
- IV. Minutes from last meeting: Cathy made a motion to approve, Elaine 2nd. Cathy and Elaine – yes. Catherine abstained because she didn't attend.
- V. Tolland County Chamber of Commerce report – Elaine: Elaine attended the TCCC EDC group meeting. Due to that connection with other town planners she hears about initiatives that our town might be able to get involved in or mimic. Eric Trott, Coventry's planner, has sent information over to Elaine from the Eastern Highlands District for a Healthy Communities Toolkit Virtual Workshop that we may not be getting. She passed it along to the town admin assistant and to Cathy for SustainableCT

Farmers Market – Elaine: First market was May 5th. Very successful. Next market is June 2nd.

Tourism Board –Patrick

Elaine is now on the Northeast CT Tourism board which works with CTVisit and the chair is from the Windham Chamber of Commerce. They put out a CT visitor guide annually and Andover is finally in there with Andover Pizza and Over AndOver which is a Windham Chamber member.

EDC July 1st, 2021 to June 30th, 2023 –Elaine, Cathy, Catherine and Patrick said yes. Lori is resigning. Elaine to let Town Clerk and BOS know. We are down one member now.

- VI. Social media communication - Who is doing what?
Andover is Open for business: Elaine is posting some of our businesses Facebook posts on the EDC Facebook page as they come up. This is ongoing. Elaine also posted a link for the Andover business directory on the EDC page and the Andover Support Network page. She will continue to do that occasionally.
We discussed who can update the EDC Facebook page. Hebron has a separate page call Hebron is Open for Business that allows members to post their businesses on the page. We need to set up a separate page to allow for this activity or see if we can allow businesses to post directly on our current EDC page.

- VII. Projects:

Sustainable Connecticut – Cathy, Elaine, Patrick. Cathy mentioned we need to have a map locating businesses to go along with the directory to receive points from SustainableCT. Elaine will work with Paula King to create that map.

Local Business Survey – finish up: Catherine will take the approved business survey and work with Amanda to get the survey out.

Welcome signs – Sent to community fund group – awaiting word

Branding – Cows, Bike, Adirondack chairs, snow men, etc? small signs? – no discussion this month. Elaine will keep track of the marketing for branding Coventry, Mansfield, Bolton and Tolland group that should be coming out soon to see if we can use some of their ideas.

VIII. More ideas - Catherine's letter to the CT governor, UCONN connection: Catherine sent out the letter to the state. Susan Bysiewicz's, our Lieutenant Governor, office got back to Catherine and will be assigning from OPM to help us with possible state grants and federal grants for our EDC projects (as well as 175th anniversary efforts).

She will be talking to a representative from the Sustainable Urban Planning And EDC Board from UCONN about getting possible planning help since Andover has no planner. Elaine will send the last plan we have for Route 6 created by ConnDOT using the original LADA plan for development that came out in 2015. She will pass that off to the UCONN rep to show her our planning vision for development along route 6.

IX. Assignments: Catherine to follow up with the state and UCONN. Elaine will work on the map that goes with the directory to go on the town website to be linked to from anywhere. She will continue to update Facebook as things pop up on other pages. Patrick to continue to work on tourism and Cathy to continue to work on Sustainable CT.

X. Public Speak - none

XI. Adjournment: at 7:43

Minutes respectfully submitted by Elaine Buchardt