

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Thursday October 21st 2021 7:00

- I. Call to order at 7:00PM Elaine Buchardt, Cathy Palazzi, Catherine Magaldi-Lewis
- II. Public Speak - none
- III. Add/Delete
- IV. Minutes from last meeting Approved May and September minutes.
- V. Tolland County Chamber of Commerce report - Elaine – The TCCC is holding a fundraiser auction on 11/13/21 at Georginas in Bolton. Elaine is on the TCCC executive board and has been helping solicit donations for the bi-annual fund raiser. Wendy Kopp from Over AndOver is putting in some items for the auctions. No other Andover businesses are members of the TCCC.

Farmers Market – Elaine – the last farmers market was October 6th. It went very well. The last market is Saturday Nov. 6th from 10-2. Cathy said she will be selling dip mixes to support the senior lunch program. The last market of the season has fundraising and craft vendors as well as the farmer vendors.

Tourism Board – Elaine sent information for the Agent Orange monument at Andover Memorial Park to the NE Tourism Board and CTVisit. She sent the article that was in the VA magazine. She will keep working to get it in the annual visitor guide and on the CTVisit web page.

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

Elaine has been sharing Facebook posts from Andover businesses to the Andover Economic Development page with the heading of Andover is Open for business. She will search around to see if she can find some websites to share for the businesses that don't seem to have Facebook.

- VII. Projects:

Business Directory/Business mapping(ongoing) – Elaine will try to identify woman and minority owned Andover businesses.

Sustainable Connecticut – Cathy, Elaine, Patrick. Cathy has been working with the SustainableCT group to determine what we need to work on toward accreditation. She said the next big focus we were going to work on was affordable housing.

UConn student help – Catherine will be asking the professor to write up what the program she is running is about and what the particular class of up and coming planners are poised to do for out town. We need to have an outline of the educational structure they are following. Catherine has also been talking a UConn professor who is teaching Economic Development to see if we can become a project of theirs for ED. She will consider sharing with us whatever information she can get. This is all for Fall 2022. Catherine will also help us look into linking with some Tech schools to possibly build Welcome to Andover signs.

Welcome signs – didn't get funding. Patrick to take on this project – fund raising? Locally made sign other than professional? Elaine spoke to Patrick about taking over this initiative. He hasn't been able to attend meetings because he is working second shift.

Cathy asked the Community Fund committee why we did not get any funds for the welcome to Andover signs. They gave her a series of questions they had and expect us to reapply in the spring for the next round of giving. The questions they had were as follows:

What is the size of the signs? Where will they be placed – and will there be a vote taken to approve of where the signs go? Has the Board of Selectmen approved the signs? Has the Planning and Zoning Board approved the signs? If they give us only part of the amount asked for, will we do fundraising to get the rest of it?

Elaine will make sure Patrick has these questions and we will work on the answers together. It was a little upsetting that the committee never asked any questions. Just said no. We are glad Cathy asked them.

Branding – Cows, Bike, Adirondack chairs, snow men, etc? small signs?

We need think about branding for any of our projects. Certainly the Welcome signs.

VIII. More ideas

IX. Assignments: Elaine will continue to work with TCCC, the farmers market, tourism, directory and mapping and social media. Cathy to continue to be work on Sustainable CT accreditation. Catherine to continue on the outreach with UCONN to keep us connected with the Municipal planning department and the Economic Development department. Possibly connect us with tech schools to build our welcome signs. Patrick to start working on the Welcome to Andover signs.

X. Meetings for 2022 to go to the town clerk. We will be meeting the third Thursday of the month starting at 5:30 as requested by Catherine and Cathy.

We will not have any more meetings in 2021 to give people time to work on their assignments.

XI. Public Speak

XII. Adjournment – Next meeting January 20th 2022. 5:30PM