

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Thursday January 20th, 5:30PM

- I. Call to order at 5:30. Attending Cathy Palazzi and Catherine Magaldi-Lewis. Absent Patrick Dougherty
- II. Public Speak - none
- III. Add/Delete – add *discussion about town hiring part time planner/ED coordinator
- IV. Minutes from last meeting -Cathy made a motion to approve minutes from 10/21/2022. Catherine 2nd. All in favor.
- V. Tolland County Chamber of Commerce report - Elaine – As members of the TCCC we can have them advertise any town events that come up on their website and newsletter. Elaine sent the flyer for Gerry Wright's fundraiser for monuments at the Andover Monument Park to the TCCC admin to put on the site. We can also send information on any events coming up, like the vendor fair at AES for the senior lunch program on April 24th and the events for the 175th anniversary.

Farmers Market – Elaine -starting up meetings again. They have been set dates(once a month May to October on Wednesdays from 4-7 and on the first Saturday in November 10-1) and will go out on the Farmers market page in a new flyer. Elaine will send new flyer to TCCC.

Tourism Board – Elaine is working on getting the Andover Monument Park in the next NE tourism pamphlet. She is also trying to figure out how to get it on the CTVisit web page.

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

Andover is Open for business – Elaine is still sharing Andover business Facebook posts to the Andover Economic Development Facebook page as she can. Not all are shareable. Elaine put out a Facebook message on the Andover Support Network calling out for local businesses to contact the town administrator assistant with their information to put them on the business directory.

- VII. Projects:

Business Directory/Business mapping(ongoing) – Elaine added the Landing Strip Farm on the directory and map that are on the town website.

Sustainable Connecticut – Cathy, Elaine, Patrick – Elaine got the Northeast Tourism guide for 2021 to the admin assistant to put on the town website under the EDC to meet a Sustainable CT directive. She is still trying to figure out how to find out what businesses are women, veteran and/or minority owned.

UConn student help – Catherine will contact the UConn professors in late Spring to get a write up on exactly what the prospectus is for the UConn municipal planning students that will work with Andover in the fall. We need to set up meetings to go over the process and determine who is doing what. We need to set our expectations.

**discussion about town hiring part time planner/ED coordinator- Elaine and Jed Larson, chairman of the Planning and Zoning commission, put in a request to the Board of Selectman for a part time town planner and economic development coordinator. We asked for a 40 hour/month position to have someone whose job it was to move forward with the development plans that have been created over the years. No one has been able to do anything with the plans. We also need someone to develop a marketing plan for the town. The reception from the Board of Selectman was not favorable. We will continue to pursue this since there is no way to move forward on anything until we have town support.

Welcome signs – Elaine sent out an email to Art Signs who had designed the signs we liked. She asked if there was any way to create them for less than \$5000 a piece. He said he could not, but well redesign one that would be only \$4000. Elaine to ask Patrick to find good locations for the signs along route 6 so we can present them to the Hartford Foundation Community Fund group. Cathy says we need to have our new proposal ready for the beginning of February when they ask for them. Catherine mentioned we should check to see if any schools might be interested in creating a Welcome to Andover sign design.

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

VIII. More ideas - no discussion

IX. Assignments – Elaine to keep working on the Welcome Signs, business directory and map and Facebook communications. She will keep working on getting the Andover Monument Park in the NE tourism guide and CTVisit. Cathy to keep working on Sustainable CT certification. Catherine to continue to communicate with UCONN concerning the planning class in the fall. She will check if any schools want to work on Welcome to Andover sign designs.

X. Public Speak - none

XI. Adjournment at 6:30PM– Next meeting February 17th, 2022 5:30PM