

Andover Economic Development Commission

Zoom Meeting Minutes

Date: Thursday February 17th, 2022 5:30PM

- I. Call to order – 5:30 by Elaine Buchardt. Cathy Palazzi attending.
- II. Public Speak - none
- III. Add/Delete
- IV. Minutes from last meeting postponed until next meeting.
- V. Tolland County Chamber of Commerce report - Elaine learned about

Economic Development Week May 9th-13th

<https://www.iedconline.org/pages/economic-development-week/>

in the monthly TCCC EDC meeting. The TCCC plans on showcasing each town that is a member on their website and Facebook page. They are looking for a “Look at us” write up from each town to present. We can showcase any businesses we want. Check out the web site that was sent to see the tool kit with ideas for Economic Development Week. Cathy will work with Andover Landscaping and Gardens, Tom’s Place, Andover Pizza, White Horse Electric (Ryan Jurovaty) and Andy Gasper tree services. Elaine will work with Over AndOver, Four Winds Farms, Landing Strip Farm and the Andover Monument Park.

We will read through the toolkit to determine how we can work up a promotion package for the week in May. TCC will need information from us in April to promote.

Farmers Market – Elaine – dates are set and vendors and food trucks and music is being scheduled.

Tourism Board – Elaine (Northeast Tourism Board and CTVISIT). Elaine has been working with Diane Nadeau – chairman of the Windham Chamber and the NE Tourism Board. Diane will make sure the Andover Monument Park is in the NE Tourism Guide and CTVisit. Elaine asked about the Covered Bridge and needs to send info on that for Diane to get that in the guide also.

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

Andover is Open for business – Elaine has been sharing facebook posts from Andover businesses to the Andover Economic Development Commission Facebook page. She has also been sharing information from the TCCC that would be of interest to our businesses.

- VII. Projects:

Business Directory/Business mapping(ongoing) – Elaine has been updating the directory with ownership of Woman, Veteran and Minority as she can identify. She has added some new businesses as she hears about them. Only business that have people going to the places to do business are going on the map.

Sustainable Connecticut – Cathy, Elaine, Patrick. Cathy is working on trying to get enough points for the Sustainable CT bronze certification. We still need a few more points. Cathy to meet with them later this week.

UConn student help - Catherine

Welcome signs –Elaine -resubmission to BOS and Community Fund. We are working on answering the questions the Community Fund people asked to resubmit the requests for funds for the signs. Elaine has gotten a less expensive design sent from Art Signs. It's now \$4000 per sign. Patrick has come up with some ideas for sign locations. He needs to send the info to us. Cathy is going to check with Sustainable CT to see if they can fund one of the signs and the Community Fund only needs to give us \$4000.

Branding –Coventry regional branding project

VIII. More ideas

IX. Assignments – Elaine: TCCC- Economic Development Week, Facebook updates, business directory/map. Cathy: TCCC-Economic Development Week, Sustainable CT. Catherine: TCCC- Economic Development Week, UConn student help with planning. Patrick: Welcome to Andover signs.

X. Public Speak - none

XI. Adjournment – Next meeting March 17th, 2022 5:30PM