

Andover Economic Development Commission

Special Meeting Minutes

Date: Monday June 26th, 2023 10:00AM

- I. Call to order – 10:03AM Attending: Elaine Buchardt, Cathy Palazzi, Catherine Magaldi-Lewis
- II. Public Speak - none
- III. Minutes from last meeting – February 2023 – Catherine made a motion to approve minutes, Cathy seconded. All in favor
- IV. Tolland County Chamber of Commerce report – Elaine

Other towns events and initiatives – TCCC Missy Smith is compiling a newsletter that lists all the events coming up in the Tolland County towns in date order. She is sending that list out on a regular basis. Elaine sent the list of events to Cathy and Catherine. Missy is no longer trying to update the town calendars set up on the website because she has not learned how to update them and the website creator was the one doing it.

Farmers Market – Elaine – The June market was canceled due to a thunderstorm threat during the hours of 4-7. Next market is July 12th.

POCD 2025: Planning and zoning to include us in the planning. We will discuss what we want in the POCD under EDC at our next meeting so we can present to planning and zoning. Eric Anderson joined us and mentioned they have contracted with the Tyche company to be our part time planner and to work on the POCD. They will be starting the beginning of July. Catherine would also like to attend the P&Z meetings when the POCD discussion for EDC comes up. All are assigned to look over the current POCD to get an idea of what changes we want.

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

Andover is Open for business – Elaine has been copying the links of Facebook posts from Andover business Facebook pages when they post and putting them on the Andover Economic Development Facebook page under the heading “Andover is Open for business”. Catherine came up with a good idea to promote a “Business of the Month” on our Facebook page. Great idea that we will discuss further.

- VII. Projects:

Letter to businesses – Catherine – We discussed the purpose of the letter and added a way to communicate with us(edc@andoverCT.org) and ask them to send us their information for the business directory. We will also ask for best day and times for a meeting with them to discuss what we can do for them. Catherine to send us the new draft before mailing out.

Welcome signs –Elaine, Catherine - We now have the funding in the budget for 2023-2024. The amount is \$4200 which will cover the one large sign and installation. The plan for the smaller border signs will be proposed for next year’s budget.

Eric Anderson joined us and we discussed what steps needed to be done to move forward on the Welcome sign. We have to determine if the location we want the sign (along Route 6 across from the library near the rail trail steps down to Route 6) is DEEP or DOT. He mentioned that if the land it’s to go on is DEEP then that is possibly a two

year process to get permission to do it. If the land is DOT than it is just a matter of showing the P&Z permit that we need to apply for and get them to sign off on it. It is part of their maintenance department and shouldn't take long for approval. Elaine to send an email to Eric requesting the Route 6 land map that shows where the DOT and DEEP ownership is. We will try to install it on DOT land.

Elaine is proposing we have the sign facing route 6 and possibly have the message on the back of the sign for the people using the rail trail and parking at the Center St lot to see. As a group, we'll decide on the design of the sign and the location. We do like the covered bridge theme as a branding for the town.

We will do a site walk with Eric after our July 20th meeting to visualize the best place for the sign.

Board communications – All - combined meeting with P&Z and Town Administrator – coming up when? – Our next combined meeting will be July 11th at 2:00PM – a Zoom meeting. Catherine to set that up.

Business Directory/Business mapping(ongoing) – Elaine – Elaine hasn't been able to not able to keep up the business directory as it should be. It needs a lot of changes. Some businesses are no more and there have been several new businesses that have come to town. Cathy to take the lead on updating the spreadsheet directory. Once updated, we can add it as a link on our EDC Facebook page. Elaine will add businesses to the map as they are added to the directory if the businesses require people to go to their location. Several home businesses don't need people coming to their houses.

Sustainable Connecticut – Cathy, Elaine – we are having our next meeting on June 29th.

UConn student planning presentations –where do we go from here? – discuss at combined board meeting(July 11th) We should incorporate this in the POCD.

Reimbursement for UConn gifts –Catherine has been reimbursed.

Businesses coming to town? Cathy to get us up to date on the businesses that have come to town. We can find out in the combined meeting if there is anything in the works.

- IX. Branding –More ideas - four town brand presentation meeting is on CVC YouTube channel if anyone wants to see it.
- X. Assignments – Cathy to work on updating the business directory. Catherine to work on the letter to send out to businesses and then send it out. All to look over the current POCD to come up with ideas to change the EDC portion in the next POCD.
- XI. Public Speak – Eric Anderson said the new part time planner will be initially working on the POCD 80% of the time and 20% planning. He has his own staff to back him up.
- XII. Next meeting – July 20, 2023 10AM. We will discuss the POCD and do a site walk to pick where the Welcome to Andover sign should go.
- XIII. Adjournment at 11:35AM

Minutes respectfully submitted by Elaine Buchardt