

TOWN OF MONTVILLE
Economic Development Commission
Regular Meeting Minutes – March 21, 2022 – 7:00 p.m.

1) Call to Order

Co-Chair Davis called the meeting to order at 6:00 p.m.

2) Pledge of Allegiance

All stood and pledged the flag.

3) Roll Call

Present were Commissioners Sierra Davis, Mickey Gillette, Meracus Hernandez, Walter Hewitt (by phone), Sheelagh Lapinski, Thomas McCarthy (6:52 p.m.) and Christopher Napierski (6:04 p.m. by phone). A quorum was present.

4) Alterations to the Agenda -- *None*

5) Remarks from the Public regarding items on the Agenda (3-minute limit)

Co-Chair Davis asked three (3) times for remarks. There were none.

6) To Consider and Act on a Motion to approve:

a) The Minutes of the Regular Meeting of December 20, 2021.

b) The Minutes of the Regular Meeting of January 19, 2022.

Motion by Commissioner Gillette, seconded by Commissioner Lapinski to approve Regular Meeting Minutes of December 20, 2021, and January 19, 2022. Discussion: none. Voice vote: 5-0-1, Commissioner Hewitt abstained. Motion carried.

7) Unfinished Business

a) Discussion of Sustainable CT Certification

In follow-up to the January Commission meeting, Asst. Town Planner Bezanson presented a PowerPoint highlighting potential revisions to the content of the EDC Town webpage. She stated traffic to the website is low. She described having worked on the business list using Google Earth on Route 32 and the Route 163 Chesterfield she compared to the Town Assessor information. There are 264 businesses in Town and there is a separate list for home businesses but suggested a flyer be sent to them regarding their inclusion on the business list. Commissioner Lapinski reported some of the surveys sent by the Board of Education were thrown away. A catch phrase slogan and a map for driving locations to Town businesses such as restaurants and lodging is a consideration in addition to entertainment venues. A shopping list can be created and sorted by type. Asst. Planner Bezanson used free software to create the proposed revisions and viewed other Town websites as to how they operate. The Commission discussed the proposed website changes with the mindset of what they want visitors to see as suggested by Asst. Planner Bezanson. Commissioner Hewitt asked about showing the URL; Asst. Planner Bezanson agreed to check on it and send screenshots to the Commission. Also discussed were how to publicize businesses; creating videos, the Passport to Norwich in

addition to changes to the EDC website that was done through the Town IT Department. Underuse of the Town website calendar, a visitor page to attract residents and outsiders, and the focus of the page was considered. The Montville Booklet and who uses it and sending postcards was also discussed. Co-Chair Davis commented on a proposed website that speaks to the community and represents multiple cultures and adapted using Google Translate. The Commission was charged to review websites for homework. Commissioner Hewitt suggested a book, "Information Art for Web & Beyond", as a great resource with multiple approaches to website design. He also referenced the EDC Blog he created that has analytic information he can share, gets a lot of visitors, and is changed regularly for feedback. The link for the blog will be sent to Co-Chair Davis who suggested professional help would be needed given the goal that must be met by August. Asst. Planner Bezanson will speak with local towns to see who they used to create their websites, how quickly updates are done, to get more participation from Parks & Recreation, and said to contact her with feedback.

b) Discussion of Leadership Coach Pro Proposal

Commissioner Lapinski said the contact person for Leadership Coach Pro would need to be called and had sent information to Asst. Planner Bezanson. She spoke of a marketing concept concerning empty buildings on Route 32 and reported on the relocation of Project Genesis to New London for more space. Asst. Planner Bezanson proposed an invite or Zoom meeting to the Leadership Coach Pro contact person and asked whether seCTer should be invited to meet with the Commission.

8) New Business

a) New Business Report

Co-Chair Davis inquired if all had received a copy of the Report. Commissioner Gillette noted the report is usually emailed to the Commission the first week of the month.

9) Report from Town Council Liaison

Town Councilor Yuchniuk introduced Town Council Chair Thomas McNally and Town Councilor Mandler to the Commission. He reported his attendance at the Home Show and on his meeting with the Norwich Chamber of Commerce that covers the Town of Montville and can provide assistance as needed. Their contact number is (860) 887-1647.

10) Remarks from the Public (3-minute limit)

Co-Chair Davis asked three (3) times for remarks. There were none.

11) Remarks from the Commissioners and Town Council Liaison

Commissioner McCarthy apologized for being late to the meeting having forgotten about the time change and remarked on his absence from meetings due to work. Co-Chair Davis said she would contact the Norwich Chamber of Commerce and review the Commission budget. Town Council Chair McNally remarked on the Commission budget and stated Commission project requests can be emailed to the Town Council.

12) Adjournment

Motion by Commissioner Gillette; seconded by Commissioner Hernandez to adjourn the meeting at 7:00 p.m. Discussion: none. Voice vote: 7-0, all in favor. Meeting adjourned.