

**ECONOMIC DEVELOPMENT COMMISSION  
EAST GRANBY, CONNECTICUT  
April 24, 2023 Meeting**

**Minutes**

A meeting of the East Granby Economic Development Commission was held on Monday, April 24, 2023. Members present when Chairman Paul Thulen called the meeting to order at 5:31 PM were Tom Lally, Dan Barrett, Paul Oliva, Todd Zessin, and alternate member Brian O'Connor. David Iannucci arrived at 5:34 PM.

**MINUTES**

A motion was made by Todd Zessin and seconded by Paul Oliva to approve the minutes of the March 27, 2023 meeting. Votes in favor were unanimous. Motion carried. Paul Thulen abstained from voting due to his absence from the meeting.

**DISCUSSION WITH PUBLIC AND/OR APPLICANT**

Amanda Lindberg of Sanford Ridge inquired about the sale pending sign at the former van Noort/Snelgrove property. A response from the Commission was deferred to the discussion of the Development Activities Report with Robin Newton.

**COMMUNICATIONS**

- EDC Meeting Minutes for March 2023
- Economic Development Report April 2023
- Village Center Master Concept Plan

**ECONOMIC DEVELOPMENT REPORT (EDC Tasks #1 & #20)**

Paul Thulen thanked Director of Planning & Economic Development Robin Newton for attending the meeting.

David Iannucci arrived at 5:34 PM.

Robin Newton stated that she has had no one approach her to discuss the van Noort/Snelgrove property so she could provide no update on its sale or intended future use.

Ms. Newton reviewed the Development Activities report for April, which includes applications submitted to the Inland Wetlands/Conservation Commission and the Planning & Zoning Commission. An application for a special permit modification for Bramble Bush Circle has been submitted to both commissions. The site was purchased by a developer recently working in Granby and the plans will be changed from the previously approved traditional subdivision of single-family homes to duplex rental units, similar to the developer's Granby location. Most units will be three-bedroom units. Robin Newton noted that the similar Granby development includes apartments, duplexes, and single-family homes—all rental units—and that fewer than 10 school age children live in the entire complex.

The other two projects before the Inland Wetlands/Conservation Commission are an addition to a house on South Main Street and a resubdivision of a lot at Rolling Green. Ms. Newton also noted that she has had many inquiries from property owners regarding the Village Center Plan and possible zoning regulation changes.

Ms. Newton next reviewed her recent additions to the Town website regarding Economic Development. From the main web page, there is a new "Doing Business" tab featuring drop down options to a landing page with an introduction to East Granby; an interactive map of available properties; zoning cut sheets; a link to the EDC main page; and a demographics page featuring the most recent data sheet from 2021. Other expected website updates include a "Shop Local" page with links to East Granby restaurants and other small businesses in town.

Paul Oliva praised these changes to the website. Todd Zessin suggested that additional demographic information acquired from the Goman+York report, such as traffic counts, be added to the website. Paul Thulen would also like to add the entire Goman+York plan and index.

Ms. Newton also discussed other future economic development initiatives she is planning, including a small business survey to obtain feedback regarding East Granby's small business climate, activities, and communications and a shop local passport program to run from August through Small Business Saturday in November to encourage local purchasing. Paul Thulen commented on a similar initiative conducted by the EDC during COVID called Rally for Retail and will share his business list from that project.

Robin Newton also discussed plans for the re-establishment of a farmers market in town. Paul Thulen is currently working to secure a location for the weekly event. While not specifically an economic development initiative, the farmers market will provide a reason for people to stop in the Village Center and notice other businesses and services available to them in town. Paul Olivia noted that in the past, one major challenge involved with the farmers market was not securing vendors or entertainers, but having volunteers be present weekly to coordinate during the hours of operation. Paul Thulen commented that the sponsoring site will provide leadership assistance to the farmers market.

Ms. Newton announced that during the month of May consultants Goman+York will be presenting the final Village Center Plan to residents in a public session and will also be meeting with the Planning & Zoning Commission separately to review the regulation changes they have recommended within the plan. Dates are not yet finalized.

## **OTHER BUSINESS**

Items in Other Business were discussed in an order different from how they appeared on the meeting agenda.

### **A. EDC Task #3 – Business Retention & Visitation**

Tabled.

### **B. EDC Task #4 – Manufacturing Workforce Pipeline**

Although this item is currently tabled, Paul Thulen reported that he has a meeting scheduled next week with Superintendent Missy Bavaro-Grande and First Selectwoman Eden Wimpfheimer to discuss working with the East Granby school system to develop educational options that support the town's manufacturing companies.

### **F. Incentives and Regulation Changes, Façade Improvement**

Tabled.

### **E. Marketing – Articles (Business Spotlight, Etc.)**

Paul Thulen would like to include a small article about the final Village Center Master Plan in the May edition of "Let's Talk Turkey."

### **C. EDC Task #14 – Village Center Concept Master Plan**

Commission members had positive commentary regarding Goman+York's finalized Village Center Master Plan and noted that the plan contains information very specific to East Granby, provides good recommendations about changes to zoning regulations, includes in-depth details and good visuals, was tailored to incorporate feedback provided to the consultant after the draft version was presented, and features prioritized action items.

Paul Thulen noted that Chapter 13 of the document provides an execution plan broken down into three areas of responsibility pertaining to the Board of Selectmen, the Planning & Zoning Commission, and the Economic Development Commission. He asked that prior to the next meeting, Commission members focus on those items designated as high priority for the EDC and identify areas of interest within those items that they personally want to work on.

**D. EDC Task #24 – Develop Niche for East Granby**

Todd Zessin shared a draft of his flyer promoting local restaurants. The flyer will be posted on informational kiosks and bulletin boards at recreational and other public sites across town. A QR code will be created to include on the flyer that links to the “Support Local” landing page on the Town website.

Discussion about the flyer included creating a post for it to be mounted at Tariffville Gorge since there is no existing signage there currently; placing it at East Granby Farms and Granbrook Park; using hyperlinks for individual businesses; linking the QR code to a map of locations; and removing individual establishment names on the flyer in favor of only the QR code to eliminate the need to update each flyer as businesses change. Todd Zessin will discuss the QR code logistics with Robin Newton.

**ADJOURNMENT**

A motion was made by David Iannucci and seconded by Paul Oliva to adjourn the meeting at 6:30 PM. Votes in favor were unanimous. Motion carried.

Respectfully submitted,  
Laura Hall  
Building and Land Use Administrative Assistant