

**ECONOMIC DEVELOPMENT COMMISSION
EAST GRANBY, CONNECTICUT
June 26, 2023 Meeting**

Minutes

A meeting of the East Granby Economic Development Commission was held on Monday, June 26, 2023. Members present when Chairman Paul Thulen called the meeting to order at 5:32 PM were Tom Lally, Paul Oliva, Todd Zessin, and alternate member Peter Ritter.

MINUTES

A motion was made by Todd Zessin and seconded by Tom Lally to approve the minutes of the April 24, 2023 meeting. Votes in favor were unanimous. Motion carried.

DISCUSSION WITH PUBLIC AND/OR APPLICANT

None.

COMMUNICATIONS

- EDC Meeting Minutes for April 2023
- Economic Development Report June 2023
- East Granby Attraction Listing
- Village Center Project Execution Plan
- Wayfinding Subcommittee MOM

ECONOMIC DEVELOPMENT REPORT

The monthly activities report on recent Planning & Zoning and Wetlands applications and commercial building permits was reviewed. Applications by Dattco for 32-34 Hazelwood Road, KSFR East Granby Owner for Bramble Bush Village, and MacBuilds for Lot 4 Rolling Green have all been approved. An informal presentation for a transportation warehouse at the corner of Russell Road and East Street was also held at the last Planning & Zoning meeting. The former Snelgrove property is being renovated.

OTHER BUSINESS

A. Business Retention & Visitation

No current activities.

B. Manufacturing Workforce Pipeline

Brian O'Connor is working on documents to distribute during visits with manufacturers.

C. Village Center Concept Master Plan (Farmers Market, Attraction Wayfinding, Small Business Passport)

A committee has been formed with the East Granby Public Library to discuss a venue and timing for the Farmers Market. The management of the Liquor Cabinet plaza has agreed to host the event in their parking lot. The committee decided that this year the event will be held on Fridays in September, with the intent to expand the duration of next year's market throughout the summer months as well. A letter was sent to approximately 24 prospective vendors last Friday. The goal of the committee is to break even this year. Inquiries are being made regarding updated signage, trash receptacles, and porta potties. Volunteers are needed for the five Fridays in September, with set-up at 3:00 PM and tear-down at 7:00 PM.

A small subcommittee has been established to develop wayfinding signage for East Granby's museums, outdoor recreation sites, and food and beverage establishments. The subcommittee will meet immediately following this evening's meeting to discuss specific locations to place guiding signage. Grant options will be explored for funding the purchase of the signs. A QR code that links back to a listing on the Town's website will be placed at these attractions to provide access to more information on each of them. A clickable map of the sites is also being investigated.

A Small Business Passport Program is being developed by Director of Planning & Economic Development Robin Newton. The program is open to retail businesses and non-franchise restaurants in East Granby and is intended to support the town's small businesses. The program dates are August 14th to November 25th. Ms. Newton requests that EDC members take an active role in promoting the program by making in-person visits to the retailers to seek their participation. Todd Zessin suggested that the program be promoted at the Farmers Market.

Paul Thulen reported that the results of the recent Small Business Survey are being compiled and will be distributed soon. He noted that a special meeting of the Planning & Zoning Commission is being held tomorrow evening to discuss possible changes to Village Center regulations to streamline the application process for developers. Mr. Thulen also reviewed his Village Center Project Execution Plan for EDC activities and identified that Item #10 – Branding would be the next item for the Commission's focus.

D. Develop Niche for East Granby

No discussion.

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

No discussion.

F. Incentives and Regulation Changes, Façade Improvement

Tabled.

ADJOURNMENT

Prior to adjournment, Paul Oliva discussed the Board of Selectmen's proposal to increase the number of Commissioners on the Planning & Zoning Commission from six to seven. The addition of another member would eliminate tie votes and remove the ambivalence resulting from an application that is not specifically defeated, but just not approved. If approved by the Board of Selectmen at the town meeting, the new position would be an elected position and the new member would be seated January 1st after the November election. Mr. Oliva noted that by adding another member to the Commission, townspeople will gain another voice with the interest of East Granby development and residents in mind. Another change proposed by the BOS is to reduce the term of PZC Commissioners from six to four years. The public hearing for these issues will be held at 6:00 PM on July 5th in the Town Hall Hearing Room and the town meeting will be held on the same evening at 7:00 PM at the Senior/Community Center.

A motion was made by Paul Oliva and seconded by Todd Zessin to adjourn the meeting at 6:28 PM. Votes in favor were unanimous. Motion carried.

Respectfully submitted,
Laura Hall
Building and Land Use Administrative Assistant