

**ECONOMIC DEVELOPMENT COMMISSION
EAST GRANBY, CONNECTICUT
August 28, 2023 Meeting**

Minutes

A meeting of the East Granby Economic Development Commission was held on Monday, August 28, 2023. Members present when Chairman Paul Thulen called the meeting to order at 5:30 PM were Tom Lally, Kerry Flaherty, Paul Oliva, Todd Zessin and alternate member Peter Ritter. Dan Barrett arrived at 5:33 PM. David Iannucci arrived at 5:48 PM.

MINUTES

A motion was made by Kerry Flaherty and seconded by Paul Oliva to approve the minutes of the July 24, 2023 meeting. Votes in favor were unanimous. Motion carried. Todd Zessin abstained.

DISCUSSION WITH PUBLIC AND/OR APPLICANT – None.

COMMUNICATIONS

- EDC Meeting Minutes for July 2023
- Economic Development Report August 2023

ECONOMIC DEVELOPMENT REPORT

Dan Barrett arrived at 5:33 PM.

Director of Planning & Economic Development Robin Newton provided an overview of the two most recent Planning & Zoning Commission applications, both text amendments. One was a comprehensive regulation review to ensure compliance with State statutes and case law. The other consisted of text amendment changes to align Village Center regulations with the recommendations from the Village Center Master Plan as indicated by consultant Goman+York.

Ms. Newton also reported on the kickoff of the Small Business Passport Program and thanked Commission members for their visits to East Granby's businesses to encourage their participation. The program has been posted on the Town of East Granby's Facebook page and Ms. Newton suggested that Commission members share the post to their personal pages or to other community pages since the program is open to residents of surrounding towns as well as those of East Granby. A flyer will also be created for businesses to hang in their establishments to publicize the program. Paul Thulen suggested having a supply of passports available at participating restaurants.

Ms. Newton next announced that she has built out the "Shop Local" tab for the Town's website. Content has been submitted to the Town's IT department for posting. The page will have a link for businesses to submit information for a spotlight profile on the page, as well as categories for retail, dining, personal services, etc., and a Google map to highlight each location. The QR code on the pamphlet created by Todd Zessin for East Granby's trails and recreation areas will link to this page.

In response to feedback received by the Small Business Survey, Ms. Newton indicated that she would also like to create a Facebook page specifically for East Granby Economic Development to use as a forum to share information with East Granby residents, town businesses, and area organizations. Similarly, to support direct Town communication with businesses, Ms. Newton also wishes to create an email list to circulate a newsletter of pertinent information such as grant opportunities, training, etc.

Paul Thulen inquired as to the status of the listing of available commercial properties as well as the Bramble Bush development. Robin Newton replied that commercial listings can be found on the Town's website, which she reviews and updates as needed on a monthly basis. Building permits for Bramble Bush Village cannot be issued until the OSTA modification approval is received. Kerry Flaherty requested that proposed development plans be shared with the Fire Department and Fire Marshal for

review prior to approval. Mr. Flaherty noted that infrastructure could be a concern for the Village Center, as that area of town is at the end of MDC's water line.

David Iannucci arrived at 5:48 PM.

Robin Newton also reported that a new developer has bought 13 Nicholson Road, which was previously approved for multifamily. They are currently performing some minor building modifications, including reducing the size of the building's footprint. Additionally, Ms. Newton will be meeting with the owners of the approved School Street multifamily apartments tomorrow. Architectural details are currently being worked on.

OTHER BUSINESS

A. Business Retention & Visitation – Tabled.

B. Manufacturing Workforce Pipeline – Paul Thulen reported that Brian O'Connor has created a trifold brochure to distribute at manufacturer visits. Mr. Thulen will submit the brochure to Robin Newton for her comments.

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

Paul Thulen reported that the number of interested vendors for the Farmers Market has increased from four to 15. A plot plan for the parking lot site at the Liquor Cabinet is being created.

Regarding the Wayfinding project, Peter Ritter reported that he has the photos he took of approximately 18 different sites organized and available to share via Google Drive. His photos show both existing signs and potential places to locate other signage.

The Small Business Passport Program was discussed during the Economic Development Report above.

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

Paul Thulen has received a list of potential "Let's Talk Turkey" article topics from David Iannucci.

E. Incentives and Regulation Changes, Façade Improvement – Tabled.

ADJOURNMENT

Prior to adjournment, Paul Oliva asked for clarification regarding the approval of water supply to large developments. Robin Newton confirmed that MDC does review these projects for adequate service and agreed that early access to plans by the Town's Fire Chief/Marshal is also a good idea that will be incorporated into the process going forward.

Tom Lally asked for an update regarding the "Welcome to East Granby" signs. Robin Newton replied that the previous edition of "Let's Talk Turkey" announced a fundraiser being planned for October at Almost Famous Brewing Company. The Town is working on narrowing down possible design options for the signs so that a better estimate for their cost can be established.

Regarding the Small Business Passport Program, Todd Zessin suggested that in the future businesses could be asked to sign and date as well as stamp the passports to ensure validity of stamps collected.

A motion was made by Todd Zessin and seconded by Kerry Flaherty to adjourn the meeting at 6:05 PM. Votes in favor were unanimous. Motion carried.

Respectfully submitted,
Laura Hall
Building and Land Use Administrative Assistant