



DRAFT MINUTES

Regular Meeting

Economic Development Agency
Tuesday, November 8, 2016 at 6:30 pm
Community Center, Room D
40 Dyer Avenue, Canton, CT

CALL TO ORDER: 6:35 pm

ROLL CALL: Robert Bessel (chair), Bill Volovski, Tyla Permenter and Anne Hunter (alternate)

PUBLIC COMMENT NOT RELATED TO AGENDA ITEMS: none

OLD BUSINESS:

1. Marketing

a) Graphics Project – Members were pleased with the revised marketing brochure, and with one more caption, felt it was ready to present to a wider audience. Discussion then focused on the one page inserts that will be included in the overall package. These will be:

- CERC Town Profile (Bob)
- Introduction to the Canton Land Use Department (Bob/Theresa)
- Comparisons to other market areas (Anne/Theresa)
- Town efforts to promote economic development, such as TIF, form-based codes and EDA strategies – (Bill/Bob)
- Profiles of town businesses. Candidates include:
 - Kellium (Anne)
 - Cake Gypsy (Anne)
 - Canton Valley Dental (Tyla)
 - The Shoppes at Farmington Valley (Bob/Theresa)
 - Collinsville Canoe and Kayak (Tyla)
 - Moonshine (Bill)
 - Cary Smith or Jennifer Knause (artists – Anne/Bob)

These will be done as time and participants permit.

b) 2017 Budget

Bob presented last year's budget and the CERC proposal for a Canton Village master plan. Members felt that more work needed to be done on items such as the Route 44 utilities study, bike trail linkage, ongoing production of marketing materials and additional promotion activities. These will be the subject of a special meeting to be held on Wednesday, November 16, at 6 pm in the Canton Community Center.

c) Outreach

- i. Chamber of Commerce – Covered in the budget discussion above.
- ii. Canton Main Street/ Collinsville Merchants – No report.
- iii. Route 44 Merchants Group – Covered in the Chamber of Commerce report above.
- iv. The Shoppes at Farmington Valley – No report.
- v. Additional Influentials – No report.

2. Strategic Initiatives

a) Town Areas

- i. Collins Company – no movement.
- ii. Canton Village – Members reiterated their interest in sharing the costs for the master plan between the town and property owners.
- iii. Route 44 – See budget discussion above.
- iv. Industrial Park – The owner's many unsuccessful efforts to attract light industrial businesses to the park coupled with the FAVARH housing proposal point to a primarily residential use for the park. This makes the revitalization of Canton Village all the more important.
- v. Bike Trail Linkage – Members discussed businesses that could complement the high volume of bike trail users in Collinsville. Among those uses would be a bike shop – repair, sales and apparel.

b) Design Regulation Project and POCD Implementation – no update.

NEW BUSINESS: 2017-18 Budget Request

1. 2017 Meeting Schedule

Bill Volovski made a motion to continue the EDA's current meeting schedule – the second Tuesday of the month at 6:30 pm in the Canton Community Center. Tyla Permenter seconded the motion.

Approved: 4 in favor, none against.

OTHER BUSINESS:

1. Review and Approval of Minutes from the September 13, 2016 Regular Meeting. Motion made by Bill Volovski, seconded by Bob Bessel. Approved – 2 in favor, 2 abstentions.
2. Steve Roberto has submitted his resignation from the EDA.
3. Special Meeting - Wednesday, November 16, at 6 pm in the Canton Community Center to discuss the EDA's 2017 Budget Request.

ADJOURNMENT: 7:58 pm