



**APPROVED MINUTES**  
Regular Meeting  
Economic Development Agency  
Tuesday, March 8, 2016 at 6:30 p.m.  
Community Center, Room D  
40 Dyer Avenue, Canton, CT

**CALL TO ORDER:** 6:30 p.m.

**ROLL CALL:**

Members: Robert Bessel, Diana Boorjian, Bill Volovski  
Alternate: Theresa Barger (6:35 p.m.)  
Guests: Anne Hunter, Steve Roberto

**PUBLIC COMMENT NOT RELATED TO AGENDA ITEMS:** None

**OLD BUSINESS:**

1. Budget: FY 2016-17

Neil Pade, Director of Planning and Community Development, reported that the Board of Selectmen has forwarded the EDA's budget request of \$18,800 to the Board of Finance as part of the overall Selectmen's budget request. The Board of Finance is scheduled to review the Selectmen's budget at a special meeting on March 24.

2. Marketing

- a) Adoption of Arnett Muldrow Recommendations – The Board of Selectmen have put this matter on their March 23 agenda. The EDA will take steps to ensure that the public is aware of the marketing and branding recommendations.
- b) Market Data – Beyond the Arnett Muldrow Study - Anne Hunter, prospective member, has been given the map and list of zip codes that comprise Canton's market area, as defined by the Shoppes. She is preparing a market analysis to be presented at the EDA's meeting on April 12.
- c) Outreach
  - i. Chamber of Commerce – Bob Bessel is providing monthly updates to the Chamber's executive committee
  - ii. Canton Main Street – Bob Bessel and Amy Parchen continue their participation on the Main Street board; Amy is chair.
  - iii. Route 44 Merchants Group – Bob Bessel and Amy Parchen have committed to meeting with this group, but have not as of this meeting.
  - iv. The Shoppes at Farmington Valley – Bob Bessel has maintained continued contact, involvement with Denise Robidoux and Amy Ciesco at the Shoppes.

Bob Bessel invited EDA members to join these outreach efforts. Theresa Barger suggested that a list meeting opportunities be circulated to the members. Neil Pade will also circulate a list of appropriate town board and agency meetings to the members.

3. Strategic Initiatives

- a) TIF Master Plan – Bill Volovski provided an update on the first meeting, which was informal pending appointments by the Board of Selectmen. Interviews with the two prospective consultants are scheduled for 3/10.
- b) Linkage with the Bike Trail – discussed initiatives underway with the Shoppes and adjacent towns. The goal is to turn the 28 mile trail through the Farmington River Valley into an example of how communities can take maximum advantage of the bike trail. Wayfinding signage will be

critical to this goal and also to encouraging economic development in adjacent properties, such as Collinsville, the industrial park, Canton Village, Route 44 antiques cluster and the Shoppes.

- c) Design Regulation Project and POCD Implementation – the EDA reviewed the considerable progress made in implementing the POCD.

**NEW BUSINESS:**

1. Working with Major Commercial Property Owners in Town – covered above.
2. Canton Public Schools Communications Questionnaire – reviewed and approved a draft of responses. Bob Bessel to forward to the Canton Public Schools office.

**OTHER BUSINESS:**

1. Review and Approval of Minutes from the February 9, 2016 Regular Meeting. Motion made by Bill Volovski, seconded by Diana Boorjian. In favor 3; Against 0; Abstain 1.

**ADJOURNMENT:** 8:40 p.m., motion made by Diana Boorjian, seconded by Bill Volovski.