



APPROVED MINUTES
Regular Meeting
Economic Development Agency
Tuesday, April 12, 2016 at 6:30 p.m.
Community Center, Room D
40 Dyer Avenue, Canton, CT

CALL TO ORDER: 6:37 p.m.

PRESENT: Robert Bessel, Amy Parchen, Diana Boorjian, Bill Volovski, and Theresa Barger (alternate)
ALSO PRESENT: Town Planner Neil Pade

PUBLIC COMMENT: None

OLD BUSINESS

1. Neil Pade reported that the Board of Selectmen has adopted the EDA's proposed budget for 2016-17.
2. Marketing
 - a. Adoption of Arnett Muldrow recommendations. The town publicized the proposed town logo. Roughly 35 comments were received via email. Slightly more than half liked the logo. The rest preferred to the current logo's emphasis on the four sections of town (Canton, Canton Center, North Canton and Collinsville). Once the unified logo was explained, most were okay with the change. Further comments were received from Latin scholars regarding *Communitas Legitimus*, which is grammatically incorrect.
 - b. Discussion of "*Communitas Legitimus*" or just "*Legitimus*." The correct form would be "*Communitas Legitima*" which eliminates the Collins Company tagline and acronym (*Legitimus* stood for Loyalty, Excellence, Genuiness, Integrity, Trustworthiness, Industry, Merit, Unity, Success. The members discussed alternatives and found consensus in using "*Legitimus*" as the sole tagline. One advantage to "*Legitimus*" is that it can be applied to more things than "*Communitas*" (community) for marketing purposes.
 - c. Logos and wayfinding signs. The additional logos designed by Arnett Muldrow for other regions of town were not distributed. Some discussion of how the EDA might do this. Wayfinding signs are in the proposed budget for 2016-17.
 - d. Outreach
 - i. Chamber of Commerce: R. Bessel will meet with the Executive Committee of the Canton Chamber of Commerce on April 13 at 7:30 a.m. He will also meet with the incoming president of the Chamber, Robin DiNicola, later that morning.
 - ii. Rte. 44 Merchants Group: Diana B. & Theresa B. agreed to try to set up a meeting with members of the Rte. 44 Merchants Group to talk about how the EDA can help support their businesses. They will ask new member Steve Roberto to join the meeting.
 - iii. Shoppes at Farmington Valley: Theresa B. said she would be meeting with the Shoppes manager to write a blog post about the ROI on the Shoppes investment in landscaping and beautification.
3. Strategic Initiatives
 - a. Town areas
 - i. Collins Company – brief discussion of the TIF committee.
 - ii. Canton Village: Thursday, 4/21 at 10 a.m., Neil Pade, R. Bessel and Steve Roberto will be meeting with property owners at Henry Bahre's real estate office; members welcome to

- attend. Town staff and the EDA will present concepts drawn up during the POCD and form-based code process plus information about the demand for commercial space.
- iii. Route 44: Neil Pade said the town is researching the cost of extending the water and sewer lines further down Rte. 44 to encourage economic development on Rte. 44
 - iv. Industrial Park: PMBC is researching the possibility of additional sites for the town garage; R. Bessel says there is talk of holding a charrette-style meeting for the town garage renovation/relocation project. Also, R. Bessel will talk to Phil Doyle, owner of LADA, about efforts to include the Industrial Park in the town's economic development plans.
 - v. Bike Trail Linkage: New Hartford and Simsbury are interested in discussing links between the Canton trail and their trails.

NEW BUSINESS – R. Bessel announced that the Collinsville Merchants Association will host its second Collinsville HOT on July 16, 2016, starting at noon and going until 8:00 or 9:00 p.m.

OTHER BUSINESS

1. Review and approve minutes from the March 8, 2016 regular meeting. Diana B. moved to approve the minutes and Theresa B. seconded the motion. VOTE TO APPROVE 3 for, 0 against, with Amy P. abstaining.

ADJOURNMENT

At 7:42 p.m., A. Parchen moved to adjourn, which was seconded by R. Bessel. Vote passed, 3-0-0.