



**APPROVED MINUTES**  
Regular Meeting  
Economic Development Agency  
Tuesday, May 10, 2016 at 6:30 p.m.  
Community Center, Room D  
40 Dyer Avenue, Canton, CT

**CALL TO ORDER:** The meeting was called to order at 6:30 p.m.

**PRESENT:** Robert Bessel, Diana Boorjian, Amy Parchen, Steve Roberto, William Volovski, Theresa Barger, and Anne Hunter

**ALSO PRESENT:** Town Planner Neil Pade

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

**OLD BUSINESS:**

1. **Budget** – FY 2016-17 was approved. Overall marketing was \$18,000. \$7,500 is allocated to Canton Main Street, leaving \$10,500 for marketing materials and way-finding signage.

2. **Marketing**

- a) **Adoption of Arnett Muldrow Recommendations** – The Board of Selectmen approved the new logo at its April 27 meeting. Within days, a group of residents started a Facebook campaign to refer the new logo to referendum. Robert Bessel and Leslee Hill corresponded with the leader of the referendum campaign (Bruce Lockwood). Anne Hunter suggested that the EDA publish a blog post about the new logo. Members agreed. Robert Bessel will write, circulate to members and post.
- b) **Market Data** – Anne Hunter presented her findings on the Canton market in a very informative PowerPoint slideshow. Key data points were:
- Dramatic increases in population and wealth in Canton since 2000
  - Widening range of income diversity in town
  - Unusually high technology usage compared with surrounding towns
  - Rising expectations for quality merchandise and services
  - Relatively low outside-of-the-house employment for women
  - High usage of webcast technologies, an indicator of home-based businesses
  - Dominant ESRI demographic groups:
    - Primary Market: Savvy Suburbanites, Professional Pride, In Style, Golden Years
    - Secondary Market: Parks & Recs, Savvy Suburbanites
  - Strong opportunities for businesses that use social and other electronic media to attract and retain customers
- c) **Outreach**
- i. **Chamber of Commerce** – Robert Bessel and Steve Roberto attended the April “Chamber After Hours” event at Webster Bank. R. Bessel met with the incoming Chamber president, Robin DiNicola, who suggested that EDA engage with the Chamber’s Education Committee. R. Bessel met with the committee and found them receptive to offering education sessions based on EDA expertise and findings. A schedule is in development.

- ii. **Canton Main Street** – Working with Collinsville Merchants on finances and permitting for Collinsville HOT 2016. All monies for the event will flow through Canton Main Street, a 501(c)3 organization.
- iii. **Collinsville Merchants** – Will launch “Starry Nights in Collinsville” on the first and last Friday of each month. Have started working on Collinsville HOT 2016.
- iv. **Route 44 Merchants Group** – Diana Boorjian has met individually with nine merchants in the area north of the Canton Green. She plans to invite them for a get-together at her home to plan an event that draws attention to their home design oriented businesses.
- v. **The Shoppes at Farmington Valley** – Theresa Barger interviewed Denise Robidoux and Amy Ciesco at the Shoppes for a blog post on the ROI of beautification. The post appeared online on May 7.

### 3. **Strategic Initiatives**

#### a) **Town Areas**

- i. **Collins Company** – The TIF committee is negotiating the consultant’s contract. The committee has also invited potential buyers to present their concepts. So far, none have taken the offer to present.
- ii. **Canton Village** – Neil Pade, R. Bessel, Steve Roberto and Bob Skinner invited current owners of property at Canton Village to a presentation of design concepts drawn up during the zoning rewrite process. The meeting was held on April 21 at Henry Bahre’s office. In attendance were Henry and Robert Bahre, Gary Barnes and Brian Kelly (NAPA), Rich Correia (Canton Auction Barn), Fred Larsen, Sr. (ACE Hardware) and Stan Love (Bozzutos). R. Bessel met with Charles Bonneli on April 26. The property owners were pleased that the town is taking a proactive stance on property improvement.
- iii. **Route 44** – Diana Boorjian is working with merchants – see above.
- iv. **Industrial Park** – Robert Bessel met with Phil Doyle, LADA, on April 22 to update him on the Canton Village meeting. Phil was also pleased by the town’s proactive stance on property improvement and agreed to relay news of the meeting to Dave Sessions, Casle, which owns the industrial park. Phil suggested that the town look into aligning the entrance to the Canton Village with the entrance to the industrial park.
- v. **Bike Trail Linkage** – No progress

#### b) **Design Regulation Project and POCD Implementation** – No discussion

**NEW BUSINESS:** None

#### **OTHER BUSINESS:**

##### 1. **Review and Approval of Minutes from the April 12, 2016 Regular Meeting**

**MOTION:** William Volovski moved to approve the minutes as presented. Diana Boorjian seconded the motion, which passed 3-0-2.

##### 2. **Member Assignments** – No discussion

#### **ADJOURNMENT:**

**MOTION:** Diana Boorjian moved to adjourn the meeting at 8:45 p.m. Steve Robert seconded the motion, which passed unanimously.