



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

CALL TO ORDER: 6:30 pm

ROLL CALL: Robert Bessel (chair); Amy Parchen, Bill Volovski, Theresa Barger (alternate), Anne Hunter (alternate), Neil Pade (staff)

PUBLIC COMMENT NOT RELATED TO AGENDA ITEMS: none

OLD BUSINESS:

1. Marketing

- a) Graphic Project – Bob had a meeting with Dana Robinson of Robinson Design on July 8. Much of the data and photos from previous projects have been shared. Bob will share additional items. Dana will provide several “roughs” of design concepts on or about our next meeting for review.
- b) Market Data – Bob shared market data with Jessie Deloy (LaSalle’s Market) to help support her quest for a loan for her ice cream shop. Still needed: numbers that correspond with the ESRI data so that potential lenders can calculate likely sales volumes.
- c) Outreach
 - i. Chamber of Commerce – Bob informed the Chamber that a vendor had been selected for the marketing materials. We will be looking for Chamber input on the work produced.
 - ii. Canton Main Street – This group is taking the lead in implementing Collinsville HOT along with the Collinsville Merchants group. The offer of tax-deductions for donations, group insurance for events and liaison with the town is very attractive. Main Street is looking for more members.
 - iii. Collinsville Merchants – Bob has been working with them on Collinsville HOT. A strong focus of this year’s event is River Street which promises to be much stronger than last year.
 - iv. Route 44 Merchants Group - Diana Boorjian has turned over the list of merchants she contacted. Amy Parchen and Steve Roberto will introduce themselves and continue Diana’s efforts to stimulate awareness and business for this area of town.
 - v. The Shoppes at Farmington Valley – No report

2. Strategic Initiatives

a) Town Areas

- i. Collins Company – Bill Volovski reported that the TIF Committee conducted a full day of meetings on June 28 with Camoin Associates, their consultant. Bob participated in a session with David Leff, Jim Grant and Kathy Taylor to provide background on the factory and community. Bill said the session was very helpful to the consultants. The day also included a

local boards and agencies meeting and a public meeting to explain TIF financing. Good, probing questions were asked and answered to the public's satisfaction.

- ii. Canton Village – Bob and Neil suggested that a master plan for the complex is the next logical step in moving this project forward.
 - iii. Route 44 – Theresa and Bob will meet with Steven Stang who has made significant improvements on the Hinman Nursery. See initiative above
 - iv. Industrial Park – Neil reported that FAVARH has plans to expand its presence in the industrial park.
 - v. Bike Trail Linkage – A safety audit is under way for the bike trail. The need for safety and wayfinding signage is high. Neil suggested that some of the signage costs could be paid through the \$1.3 million Transit Oriented Design grant for Collinsville Streetscape.
- b) Design Regulation Project and POCD Implementation – Neil said that the Planning and Zoning Commission has reviewed the rewritten zoning regulations. These regulations would implement form-based codes throughout town. Neil expects the final approval could be Q1 2017.

NEW BUSINESS: none

OTHER BUSINESS:

1. Review and Approval of Minutes from the June 14, 2016 Regular Meeting. Motion made by Bill Volovski, seconded by Bob Bessel. Approved by unanimous vote.
2. Member Assignments –
 - a. Amy and Steve will assume responsibility for outreach to the route 44 merchants
 - b. Bob will serve as lead for the marketing graphics project with all members having roles during the project:
 - i. Anne Hunter – providing data
 - ii. Theresa Barger – providing copy and editing
 - iii. Steve Roberto and Bill Volovski - review

ADJOURNMENT: 8:15 pm