



APPROVED MINUTES
Regular Meeting
Economic Development Agency
Tuesday, August 9, 2016 at 6:30 p.m.
Community Center, Room D
40 Dyer Avenue, Canton, CT

CALL TO ORDER: 6:33 pm

ROLL CALL: Robert Bessel (chair); Amy Parchen, Steve Roberto, Theresa Barger (alternate), Neil Pade (staff)

PUBLIC COMMENT NOT RELATED TO AGENDA ITEMS: none

OLD BUSINESS:

1. Marketing

- a) Graphic Project – Bob circulated a first concept rough of the marketing brochure to members of the EDA. The designer assembled the rough based on existing materials and not on copy to be written by the EDA. Members felt that the brochure needed to address the needs of current and prospective businesses and developers. Bob and Theresa will develop fresh copy and circulate it to members prior to the next meeting. Bob will arrange a meeting with the designer to review the copy, its business emphasis and the visuals needed to reinforce the message.
- b) Market Data – Bob shared additional market data that he presented to Jessie Deloy (LaSalle's Market) to help support her efforts to open an ice cream shop in Collinsville. The new data included volumes of households in surrounding communities. This should enable Jessie (and others) calculate likely sales volumes.
- c) Outreach
 - i. Chamber of Commerce – Executive Board did not meet in July. Anne Hunter will present a Business Update at the next Chamber After Hours on August 18. The subject of the talk is making Canton businesses more accessible online.
 - ii. Canton Main Street/ Collinsville Merchants – Bob reported that Collinsville HOT accomplished its goal of shining a light on River Street this year. The effort was a little too successful, redirecting a lot of the “action” away from Main Street. Very hot weather wilted the afternoon crowd. Night activities were well-received with only one police incident. Still, overall attendance was lower than it had been in 2015. Two people have asked to be involved in Main Street - an ad representative and event planner from the Hartford Courant and one of the dynamic duo who started Downright Music. Additional thoughts for events include a fair focused on the Route 44 Antiques Cluster. Working date for CH 2017 is July 15.
 - iii. Route 44 Merchants Group - Amy Parchen and Steve Roberto will introduce themselves to the Route 44 Merchants and discuss the possibility of an Antiques Fair. Amy and Steve will discuss the benefits of using Main Street to contract police and other town services on behalf of the merchants.
 - iv. The Shoppes at Farmington Valley – No report

- v. Additional Influentials – Members discussed outreach to additional influential members of the public who are not affiliated with a formal group. Among them are the “Tables of Knowledge” at LaSalles, Panera and the Bagel Shop, plus developers who reside in the Farmington Valley. There was consensus that these groups also need to be reached.

2. Strategic Initiatives

a) Town Areas

- i. Collins Company – no report.
- ii. Canton Village – Bob and Steve suggested that joint funding for a Canton Village master plan be considered for the 2017-18 town budget. Neil thought that the town could apply for a grant to help defray the cost. Bob suggested that the town and property owners contribute to the master plan effort, thereby giving everyone “skin in the game.”
- iii. Route 44 – Theresa and Bob met with Steven Stang who was receptive to EDA assistance with publicity for the Route 44 Merchants. Steve has a number of ideas that can help make the area more pedestrian-friendly.
- iv. Industrial Park – Neil reported that FAVARH has plans to partner with a developer of affordable housing units to provide living quarters for its more independent clients. A meeting is scheduled at a comparable facility in Simsbury with FAVARH, the developer and members of the Canton Planning and Zoning Commission (date to be determined).
- v. Bike Trail Linkage – Neil reiterated the need for safety and way-finding signage. He is hoping that the signage costs could be paid through the \$1.3 million TOD grant.

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

NEW BUSINESS: Town Garage

Theresa Barger asked the EDA to consider making a statement regarding the Town Garage. Members declined to do so, citing a lack of evidence that the location of the garage would have an economic impact.

OTHER BUSINESS:

1. Review and Approval of Minutes from the July 12, 2016 Regular Meeting. Motion made by Seve Roberto, seconded by Bob Bessel. Approved – 2 in favor, none against, 1 abstention.
2. Member Assignments – Bob and Theresa will develop copy for the marketing brochure. Anne Hunter will provide data for one page “slicks” and also help with early reviews of copy. Amy, Bill and Steve will review more finished versions.

ADJOURNMENT: 8:47 pm