

Town of North Canaan  
Economic Development Committee  
January 20, 2022

Present: Chairman Chris Tripler, Will Perotti, John Lannen, Bob Riva, Christian Allyn, Craig Whiting

Chairman called the meeting to order at 6:06pm

**Chairman moved to accept the minutes from the November 18, 2021 meeting. Mr. Lannen seconded the motion. Motion was approved.**

Land trust: Tim Abbott was invited to speak this evening, but could not make it. We will try to have him come to next month's meeting. Chairman is working on the draft for a land trust for the town. There was a discussion on other towns and what they are doing. According to Mr. Allyn, Mr. Abbott has some ideas about parcels and potential partners in town for land conservancy. Mr. Perotti asked if he knew which parcels in town. Mr. Allyn indicated possibly parcels along Main Street including the Greenway and others. There is also about 150 acres along the river that is privately owned. The land trust document is being drafted and more discussion to come after speaking with Mr. Abbott.

2022 Agenda and goals discussion:

- Wrap up the land trust discussion and documentation.
- Discussion of creating a website ensued. The committee did not realize they had their own page on the town website. Mr. Allyn stated that he can show the committee where the page is and put what they would like on it. He has scanned some items to it and has more that can go on. It would be beneficial for new businesses as well as established businesses to find resources – local as well as statewide. Using the latest news feature is of interest as well. Mr. Allyn explained that the Selectman Secretary and Building Official Secretary both update the town website. Mr. Allyn will update the EDC page. We should start collecting resources. For example: the Canaan Foundation, the Kara Zinke Foundation and other non-profit organizations. We have to ensure that they want to be included. Further discussion regarding other items to be included. Mr. Perotti mentioned the Housing Steering Committee and their work on affordable housing in North Canaan. The committee had not heard anything about the survey and stated it should be on the latest news on the website and should be put all over the town so people know about it. There was further discussion of giving a business survey and Mr. Perotti stated he will try and bring results back to the committee next month.
- Promoting North Canaan: Mr. Allyn mentioned the newspaper articles that have been positive. There is a need for something readily available such as a rack card highlighting North Canaan or a Visit North Canaan page on the town website. Mr. Perotti will speak with his brother about a North Canaan video. We need to give him just a few parameters and let him do it his way. Suggestions include: stroll downtown, the bike route, golf courses, driving range, UTV rides, great river fishing. Etc. **Chairman Tripler moved to have Mr. Perotti speak with his brother about the proposed ideas to create a video for town advertising. Mr. Riva seconded the motion. Motion was approved.**

Mr. Allyn stated that at the next selectman meeting February 7 everyone should join as there will be a discussion regarding the Masonic Lodge property river access as the state is very eager to move forward with the project and Mr. Allyn is hopeful it can be completed within the next year or so.

There is a new Welcome to Canaan sign – discussion where the town is with parking signs? Mr. Allyn stated his understanding is that things will not be done until Spring. Mr. Whiting concurred and stated that Selectman Perotti made recommendations and the State saw other issues such as crosswalk modifications and the other downtown area to be finished it will be several months before things are done. Further discussion of downtown construction ensued. The committee would like to get the town on one of the maps that showcase the towns. There is a Millerton area map or a Berkshire map either of which we could be part of.

Discussion regarding directional signage for businesses. According to Mr. Allyn this would have to be a joint effort between EDC, the Selectmen, and the finance board. We have to work together. He agreed that sending a note to the Selectmen along with pictures of ideas would be a good start. Selectman Perotti may still have some quotes for signage. We need to start the dialogue.

It would be a good idea to do a North Canaan business directory for the town website. All businesses in town would have to be listed. A list should be started and given to Mr. Allyn for the website.

New Business: The Canaan Airport owner has plans to expand, put in a new hangar and replace the caretaker house. The runway is almost 3000 ft and is longer than Great Barrington. There is potential for a lot more traffic going in and out of there.

The property next to Stateline restaurant was sold and a landscaping business will be there.

Section G – should go on website too. North Canaan business directory – town website and etc. Christian – would have to list ALL the businesses in town. Makes it easier to find things. Google page start putting together what people have/listed etc. and eventually give it to Christian to put on website.

New Business: Christian – Canaan Airport is expanding – new hangar and replacing the caretaker house. Runway is almost 3000 ft. longer than Barringtons. New owner really wants to make a big thing in town. Lot more traffic going in and out of there.

**The chairman moved to adjourn the meeting by email proxy. Mr. Riva seconded the motion. Motion was approved.**

Meeting adjourned at 7:08pm

Respectfully submitted,

Ayrslea A Odell  
Recording Secretary