

Town of Winchester - City of Winsted
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
MINUTES

Tuesday, September 20, 2022, 7:00 PM

The Blue Room

COMMISSIONERS

Deweese Yeager, Chairman
Dennis Dressel, Vice Chair
Jessica Tessman, Secretary
Gary Giordano, Treasurer
Alan Colavecchio, Commissioner
Kevin O'Connell, Commissioner
Jill Fourie, Commissioner
Joseph Santoro, Alternate
David Sartirana, Alternate
Shayne Deschamps, Alternate
Joshua Kelly, Town Manager
Linda Groppo, BOS Liaison
Ted Shafer, Director of Economic Development

1. Call to Order and Roll Call - Called to order at 7:03 pm by Dewees Yeager. At the meeting was Dewees Yeager, Jessica Tessman, Jill Fourie, Shayne Deschamps, Gary Giordano, Alan Colavecchio and guests Ted Shafer, Linda Groppo, John Wiarda and CJ Marino.
2. Agenda Review – Motion to approve agenda by, Alan Colavecchio, seconded by Dennis Dressel. 6-0.
3. Approval of Minutes of Previous Meetings: September 6, 2022. Motion to approve the meeting by Gary Giordano, seconded by Shayne Deschamps. Voted 6-0.
4. New Business
What's Happening in Town?
 - a) Businesses in Town Updates/Town Updates:
 - Two new town positions were filled: Budget Grant Writing and Building Inspector.
 - River Eatery has officially opened at 8 S Main St.
 - Small Town Economic Assistance Program (STEAP) grant has been awarded to the Town of Winchester. Funds will be going towards the renovation of Elm Street.
 - The meeting with Carl Rosa from CT Main Street is postponed to a later date.
 - The Fall River Clean up, hosted by the Friends of Main Street is scheduled for Saturday, September 24 from 9:30 am – 12:00 pm. A few EDC members will be in attendance.
 - Tyler Green FX Studios – Halloween.
 - Ribbon Cutting ceremonies will be scheduled for: River Eatery and Gianni's Deli.
 - New Signage: Ocean Garden.
 - Ted/Recruitment: Yoga studio, bookstore, bakery/coffee interest, axe-throwing.
 - Tractor Supply – meeting with Inland Wetlands and Watercourses Commission
 - b) Photo Contest: All commissioners must submit their voting for the photo contest.

- c) The Town of Winchester is requesting sealed proposals for the acquisition and redevelopment of Batcheller Elementary School property.
5. Communications:
 - a) Welcome to Winsted Sign: In progression.
6. Old Business:
 - a) What New Businesses Make Sense for Winsted/Winchester:
 - a. Murals, Façade Improvements.
 - b. Discussion of the former IGA location.
 - b) Committee Planning for the next Business Event conversation led by Dennis and Gary:
 - a. The next Business Event will be a breakfast event held on October 27, 2022.
 - b. The keynote speaker is confirmed. Details T.B.A.
 - c. Location: Whiting Mills, event start time 7:45 AM, speaker at 8:30 AM with a Q&A to follow up.
 - d. Suggestion for food: Bagels, Pastries, etc.
 - e. Shayne will assist with RSVP's for the event.
 - b) Job Fair in the Park:
 - a. Around 14 Businesses will be in attendance at the Job Fair event.
 - b. Social Media/Advertisement Discussion: Jennifer Parsons from WZBG, WPAJ, Emily Olsen (register citizen).
 - i. Lawn signs are arriving on Thursday.
 - ii. NWCCC has the advertisement posted on their digital signage.
 - iii. The event will be advertised in the Winchester Wire Newsletter and Gary will submit the event with the Waterbury Republican-American.
 - iv. Promo Items to distribute to guests: 06098 Stickers, remaining EDC portfolio notebooks.
 - v. Facebook Boosting: 100\$ boosting 700 – 2,000 reaches. Ted will inquire.
 - vi. Banners for the Event: Tabled until the new branding initiative.
 - vii. Connect with Team Success Scholars for day-of volunteer needs.
 - c) Winsted EDC Person of the Year – Spring (Jim): tabled – Jim is absent.
 - d) Update on Marketing Campaign:
 - Tabled until the website renovations begin.
 - e) Business Visitations and Business in the Spotlight:
 - Dewees visited Tina's Baskets, Suite #305. Tina handcrafts bittersweet vines into baskets, sculptures, furniture, hangings, etc. She is one of the six businesses who are open regularly.
 - Noujaim's (Gary) and R&B Sports world. (Jess and Shayne).
7. Adjournment – 8:26 pm motion by Shayne Deschamps, seconded by Dennis Dressel. Voted 6-0.

Respectfully Submitted,
Jessica Tessman