

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

Tuesday, September 6, 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, Gary Giordano, Shayne Deschamps, Dennis Dressel, Alan Colavecchio and guests Ted Shafer, John Wiarda and Jim Welton.
2. Agenda Review – Add Person of the Year under Old Business. Add Marketing Campaign under Old Business. Motion to approve amended agenda by, Dennis Dressel, seconded by Shayne Deschamps. 6-0.
3. Approval of Minutes of Previous Meetings: August 16, 2022. Motion to approve the meeting by Shayne Deschamps, seconded by Alan Colavecchio. Voted 3-0-2.
4. Treasurer's Report
 - a. The EDC has a remaining balance of \$8,750. T-Shirts are being delivered next week.
5. New Business

What's Happening in Town?

 - a) Businesses in Town Updates:
 - River Eatery is estimating to open mid-October. They will be serving breakfast, lunch and dinner.
 - Gianni's Deli, at 175 Main Street is estimating to open late-September.
 - Ted/Recruitment: Yoga studio, bookstore, bakery/coffee interest. Examples: Brits Band, Real Café.
 - Live Be Enchanted coming soon at 396 Main Street.
 - Economic Development Study, Northwest CT Community College
 - Ted: Discussion on CORI – Center on Rural Innovation: broadband issues, co-working/entrepreneur spaces/ housing.
 - Hinsdale School held their Open House and is officially open – Shayne posted to Facebook.

- The meeting with Carl Rosa, CT Main Street is postponed to a later date.
 - Ted and Josh will be visiting Little Red Barn Brewery for a further future business discussions.
- b) Photo Contest: All commissioners should submit their voting for the photo contest.
- c) Walking Tour Panels: Funds were awarded specifically through the Communities Challenge grant for murals, panels or street painting. Tabled.
6. Communications –
- Tyler officially sent a formal resignation. The EDC has an alternate position available.
 - Friends of Main Street: Clean Up Day, Sept 24 @ 9:30AM, East End Park.
7. Old Business:
- a) What New Businesses Make Sense for Winsted/Winchester
- a. Rent out Electric Bikes.
- b) Explore Winchester Guide/Winchester Article Links
- a. Jim sent out an Article: Tourist #4 Lake Town in the Country.
 - b. Top 4 Community in the Nation: Ted suggested sending this to the Town Attorney. Josh can also utilize this for the Town Mailing.
 - c. The Brewery will collaborate with the EDC if we submit articles/links.
 - d. Jess will create graphics and connect with Jim.
- c) Job Fair in the Park: The EDC is collaborating with Pamela LaRosa, the Chamber, and other key community partners. The Job fair is scheduled for Wednesday, October 5th from 11:00 am – 2:00 pm. The location will be at East End Park with a rain date for Thursday, October 20 at the NWCC Gymnasium. Alan is assisting with marketing.
- a. Logistics: table rentals, Suggestion to connect with Laura McCarthy/Team Success/ Jessie Deponte for volunteers. Shayne will follow up with Tanya.
 - b. Flyer will send out on 9/6/22. Return email address is: winstedjobfair@gmail.com.
 - c. Winsted Wire can be utilized – social media, make a Facebook Event
 - d. Cost range: around \$1,000+.
- d) Committee Planning for the next Business Event conversation led by Dennis and Gary:
- Working on logistics. Location T.B.D.
 - The Breakfast Event will be taking place sometime in November.
- e) Winsted EDC Person of the Year – Spring (Jim)
- a. Recognize one person(s) of the year annually as the EDC Person of the Year.
 - b. A person who has made significant contributions and positive impact on Winsted's past, current or future economic development.
- f) Update on Business Marketing Campaign: The website needs to be renovated before we move forward with the Campaign.
- g) EDC Social Media Spotlight: Noujaim's (Gary). R&B Sports world. (Jess and Shayne).

- h) Social Media: The EDC will be spotlighting Ted and all commissioners on social media every 2 weeks. The social media team inquired if Ted could assist with spotlighting available spaces.
 - i) Ted, Dewees and Jess will create an Explore Winchester guide that highlights town offerings. This guide can be distributed to the senior center, library, town hall and other locations deemed as appropriate.
8. Adjournment – 8:40 pm motion by Shayne Deschamps, seconded by Gary Giordano. Voted 6-0.

Respectfully Submitted,
Jessica Tessman