

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

MINUTES

Tuesday, June 7, 2022, 7:00 PM

Lee Anne LaClaire (The Blue Room)

COMMISSION

Deweese Yeager, Chairman

Dennis Dressel, Vice Chairman

Jessica Tessman, Secretary

Gary Giordano, Treasurer

Alan Colavecchio

Jill Fourie

Kevin O'Connell

Jim Welton, Alternate

David Sartirana, Alternate

Shayne Deschamps, Alternate

Joshua Kelly, Town Manager

Jack Bourque, BOS Liaison

Linda Groppo, BOS Liaison

Ted Shafer, Director of Economic Development

1. Call to Order and Roll Call - Called to order at 7:02 pm by Dewees Yeager. At the meeting was Dennis Dressel, Jessica Tessman, Dewees Yeager, Shayne Deschamps, Kevin O'Connell, Alan Colavecchio, Jill Fourie and guests Linda Groppo, Joseph Santoro, Tyler Tucker, and Ted Schafer.
2. Agenda Review –Motion to approve agenda by, Dennis Dressel, seconded by Alan Colavecchio. Voted 7-0.
3. Approval of Revised Minutes from Previous Meeting: May 17, 2022. Correction of address from previous minutes: new business at 58 Main Street. Motion to approve current amended minutes by Kevin O'Connell as written, seconded by Shayne Deschamps. Voted 7-0.
  - Treasurer's Report: The EDC's remaining budget is \$7,119.34.
  - Ted purchased posters/advertisement for tabling opportunities and DQ Gift Cards for Winchester Fun Fest.
  - Shayne will connect with Goulet Printery to organize an invoice for the month of June.
  - Other purchasing ideas: Facebook AD Credit (Boosting), stickers, magnets, \$150.00 membership to CEDAS, brochure/pamphlets, promotional items.
4. New Business

What's Happening in Town?

- a) Mad River Market – the co-op grocery store has a Ribbon Cutting event scheduled on 6/18 starting at 11:00AM. Joseph, Kevin and Ted will be in attendance.

- b) The NCCC Entrepreneurial Center is hosting a startup community night on 6/21 from 5:00 pm – 7:00 pm at the Arts & Science building. This is a night filled with networking, pitches, and mentoring organized by John Fiorello, Entrepreneurial Center Director.
- c) General Town Updates
  - o Lodestar Energy gathered for a ribbon cutting ceremony, Platt Hill solar project.
  - o Ted is in contact with Shane and Shannon from Rooted Market/Be Under Par.
  - o Expansion at Little Red Barn Brewers.
  - o Ted is attending AdvanceCT webinars.
  - o Website renovations are on hold.
  - o Ted identified a grant program through the University of Connecticut, Technical Assistance for Brownfields Program (TAB). UCONN TAB supports New England communities in advancing investigation, cleanup, and redevelopment of abandoned and potentially contaminated sites, all while protecting public health and promoting environmental justice. The Town has been accepted into this program and will begin in the Summer of 2022 – at no cost.
  - o “Slow Down, enjoy our Town” campaign starting this summer. Alan will connect with the Gilson regarding sign-use.
  - o The American Mural Project is set to open on June 18 from 10am-5:00pm.
- d) Business Start-Up Program and Façade Improvement Program: Thirteen local businesses have been chosen for the façade improvement grant program and five businesses were approved for a business start-up grant.

## 5. Communications

- a) Northwestern’s Entrepreneurial Center has several new small business seminars coming up. Dewees will forward the information to be posted to our Facebook page.
- b) The Friends of Main Street and WEDC Collaboration: Ted and Jess will be the liaisons. Discussions listed below:
  - Enhance communication with all Town committees.
  - Once the website is developed, a shared calendar will be an excellent tool.
  - FOMS/EDC Oktoberfest: The EDC is unable to host an Oktoberfest this year due to our upcoming Fall event.
- c) The Winchester EDC was invited to table at Hubbell’s upcoming Health and Wellness Fair, 10/6/22 from 11:00 AM – 1:00 PM.

## 6. Old Business:

- a) WEDC Planning for the Coming Year: Tabled until next meeting.
- b) Committee Planning for the next Business Event: Dennis is coordinating and tentatively planning a Breakfast to take place in September or October. This event is still being planned.

- c) Update on Business Marketing Campaign: Alan and Ted are coordinating focus groups in the community. The last session held at the Beardsley Library had around 12 participants. Alan and Ted are working on coordinating with business groups.
  - d) Winchester 250 Celebrations: The WEDC attended the Winchester Fun Fest event on 6/9/22 at Rowley Field. We received plenty of feedback from the survey that we supplied. The Laurel Festival had 9 contestant's total.
  - e) Business Visitations: Kevin visited with Pet Grooming by Amie at 19 Rowley St.
  - f) EDC Social Media - Business in the Spotlight: Two spotlights are in the works!
  - g) Winchester Manufacturers Breakfast Meetings: The next meeting is scheduled for June 15, 2022, at 7:45 AM. Location: The Blue Room in Town Hall.
7. Adjournment – 8:36 pm motion by Kevin O Connell, seconded by Dennis Dressel. Voted 7-0.

Respectfully Submitted,  
Jessica Tessman