

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

Tuesday, March 1, 2022, 7:00 PM

The Blue Room

COMMISSION

Dennis Dressel, Chairman

Deweese Yeager, 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 7:00 pm by Dennis Dressel. At the meeting was Dennis Dressel, Jessica Tessman, Dewees Yeager, Kevin O'Connell, Alan Colavecchio, Jill Fourie, Gary Giordano, Shayne Deschamps, and guest Ted Shafer.
2. Agenda Review – New Alternate Commissioner added to Agenda under New Business. Manufacturer Meeting under Old Business. Motion to approve agenda by, Dewees Yeager, seconded by Kevin O'Connell. Voted 7-0.
3. Approval of Minutes of Previous Meetings: February 15, 2022. Motion to approve current minutes by Alan Colavecchio as written, second by Dewees Yeager. Voted 7-0.
4. Treasurer's Report:
 - a) The WEDC has a remaining balance of \$7,702.69. There is one check that is pending from the Storefront Contest. The balance will be \$7,701.69. The proposed budget for next year is \$10,000.
5. New Business

What's Happening in Town?

- a) Shayne Deschamps is officially an Alternate. Welcome to our Team!
- b) The Town of Winchester announced the funding of two different forgivable loan programs: the Business Start-Up Program and the Façade Improvement Program. Dewees and Kevin are the representatives.

- c) Ted, Community Development: The Farmers Market might be returning this year.
- d) The Connecticut Economic Development Association is an organization committed to advancing the practice of economic development. Ted would like the EDC to become involved. This Association provides a forum for discussion and information exchange. The Northwest Chamber of Commerce has invited Ted to serve on the Board of Directors.
- e) Review of April AMP social networking event: Dennis connected with Amy Wynn, of American Mural Project. Dennis also has a meeting scheduled with Northwest Community Bank. The meeting is scheduled for March 9th at 11:00AM. Dewees, Alan, Ted, Dennis and Gary will be attending. Tentative event date: April 27, 2022. AMP is charging \$500.00 for a rental fee.
- f) The Red Rooster was recently sold and is undergoing construction.
- g) Calendar of Events: Will be discussed once the website is being renovated.
- h) Use remaining FY 21-22 Budget to attract new businesses?: Ted suggests that the EDC have a marketing/branding effort. Jess, Shane, Jill and Alan will be involved in this sub-committee.

6. Communications

- a) Gary received an email from a journalist at the Wall Street Journal who is highlighting the NW Corner.
- b) Dennis and Ted attended a webinar that highlighted food markets. An example is of a very popular food market is Parkville Market in Hartford. Jill suggested a Taste of Winchester Event – once a month if there is a venue. Kevin suggested pop-up chef tables.

7. Old Business:

- a) Storefront Contest: The Storefront Contest Award Ceremony is scheduled for Thursday, March 3, 2022, at 5:30PM. All winners have been notified; First place: Nutmeg Potters, Second place: Live Be You Clothing Boutique, and Third place: Paws and Reflect. Gary will pick up the checks. Jess will send out an invitation to all the Board of Selectman.
- b) Business Visitation: Dewees scheduled R & R Model and Supply for March 23rd, 2022.
- c) FB-Business in the Spotlight: Jess is coordinating a social media plan with Kevin. The Made in Winchester series is scheduled to be posted. Jess would like to do “Take Back Tuesday/Throw Back Thursday” posts highlighting businesses from our past.
- d) Ted discussed that the EDC could connect with the Police Department to plan a community initiative to slow down traffic on Main Street. “Slow down, enjoy our town!”
- e) Dewees will be coordinating another Manufacturers Meeting.

8. Adjournment – 8:22 pm motion by Kevin O’Connell, second by Dewees Yeager. Voted 7-0.

Respectfully Submitted,
Jessica Tessman