

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

Tuesday, February 15, 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

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 7:03 pm by Dennis Dressel. At the meeting was Dennis Dressel, Jessica Tessman, Dewees Yeager, Kevin O'Connell, David Sartirana, Alan Colavecchio, Gary Giordano and guests Joshua Kelly, Shane Deschamps, and Ted Shafer.
2. Agenda Review – Spring Event added to Agenda under New Business. Motion to approve agenda by, Alan Colavecchio, seconded by Dave Sartirana. Voted 7-0.
3. Approval of Minutes of Previous Meetings: February 1, 2022. Motion to approve current minutes by Dewees Yeager as written, second by Kevin O'Connell. Voted 7-0.
4. New Business

What's Happening in Town?

- a) The Town of Winchester announced the funding of two different forgivable loan programs: the Business Start-Up Program and the Façade Improvement Program. 9 Applications were submitted for Start-Up and 18 submitted for the Façade Improvement Program. Dewees and Kevin are the representatives.
- b) Ted Shafer, Director of Economic Development, will serve as the Winchester EDC's staff liaison and will be attending upcoming meetings. Ted will work with the EDC on upcoming projects.
- c) The Town of Winchester is awaiting a response from the Department of Transportation (DOT) in terms of speeding and parking on Main Street. The Town created a list of improvements and suggestions and forwarded all recommendations to the DOT.

- d) Joshua: The former Danbury mayor Mark Boughton, will coordinate the administration of funds from the Federal Infrastructure Investment and Jobs Act. He will recommend grants that the Town should focus on.
  - e) The Town of Winchester is hosting a virtual informational session (via Zoom) about the proposed Infrastructure Investment Plan at 6:00PM on Wednesday, February 16<sup>th</sup>, 2022.
  - f) Kevin suggested that the Town/EDC assist in providing seminars to business owners such as: “how-to build an online social media presence/ or how to make websites accessible/visible.”
  - g) Attracting New Businesses to Town: The EDC should continue to think about what businesses we would like to attract to the town. We should work alongside the Town in highlighting the empty storefronts, companies we’d like to attract (green/charging stations/solar) and work in unity. This can be achieved through community surveys. Ted stated he may have a connection at the DECD. Kevin suggested that the EDC/Town connect with other towns like Winsted, to learn about their experiences.
  - h) Spring Event: Our previous spring event was cancelled due to the uptick in COVID-19 cases. Dennis connected with Amy Wynn, of American Mural Project, and would like to propose that the EDC re-plan our postponed event. Dennis will reach out to Amy and Northwest Community Bank (Sandy) with a tentative date: April 27, 2022. Dennis, Dewees, Gary, and Alan will work on this event.
5. Communications: No information to report.
6. Old Business:
- a) Discussion of NWCC’s signs – Jess & Kevin: The space is very limited on the sign. The EDC can use the digital signs for Facebook advertisement.
  - b) 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.
  - c) Business Visitation: Dewees visited Mad River Music, 64 Main Street Unit B. Dewees, Josh, and Alan visited Visiting Nurse and Hospice of Litchfield County. Kevin connected with Community Health and Wellness and they will be hosting an information session in March.
  - d) FB-Business in the Spotlight: Jess is coordinating a social media plan with Kevin.
7. Adjournment – 8:09 pm motion by Kevin O’Connell, second by Dewees Yeager. Voted 7-0.

Respectfully Submitted,  
Jessica Tessman