

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

Tuesday, June 20, 2023, 7:00 PM

The Blue Room

COMMISSIONERS

Deweese Yeager, Chairman
Dennis Dressel, Vice Chair
Jessica Tessman, Secretary
Gary Giordano, Treasurer
Alan Colavecchio, Commissioner
Shayne Deschamps, Commissioner
Joseph Santoro, Commissioner
John Wiarda, Alternate
Shannon Centrella, 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 7:00 pm by Deweese Yeager. At the meeting were Deweese Yeager, Jessica Tessman, Alan Colavecchio, Gary Giordano, John Wiarda, Shannon Centrella and guest Ted Shafer.
2. Agenda Review –Add Marketing Update to New Business. Motion to approve agenda by, Alan Colavecchio, seconded by Gary Giordano. 6-0.
3. Approval of Minutes of Previous Meetings: June 6, 2023. Motion to approve the previous minutes by Jessica Tessman, seconded by John Wiarda. Voted 6-0.
4. Public Comment – None reported.
5. Treasurer’s Report: The EDC’s proposed budget for the upcoming year is \$8,000.
 - The Welcome to Winsted Sign is estimated to cost \$4,200.
6. New Business
 - a) Mentorship Program Guidelines:
 - i. Define purpose, define goals
 - ii. Design details
 - iii. Identify mentors/mentees
 - iv. How to pair mentors/mentees
 - v. Training participants
 - vi. Measure programs success
 - b) Ribbon Cutting Ceremonies
 - c) Papa’s Deli – EV Charging Stations
- b) Marketing – Rebranding Proposal
 - a) Handout “Rebranding Proposal” shown to members present at meeting. The members of the EDC agree that prototype number two looks good – with a few changes.

- c) What's Happening in Town
 - a) Connecticut Tourism – Ted attended the quarterly meeting. We have a Regional Coordinator that we can connect with: Terry Macary, Tourism Administrative Director. Ted will contact Terry to invite her to a meeting.
 - b) United Methodist Church – reach out and congratulate them on their new endeavor.
 - c) Farmers Market – not returning this year.
 - d) Barkhamsted/Winsted Conservation Commission EV Show for next calendar year discussion. John mentioned W. Hartford is doing an EV Survey.
 - e) Ted attended a meeting re: enterprise zones. State Coordinator of this program: Susan Chen.
- 7. Communications: Ted and Dewees attended the kick-off of the Northwest CT EDC Corporation at AMP.
- 8. Old Business
 - a) Welcome to Winsted Sign Update
 - a. Dewees, Dennis and Lance spoke with Gina from the Department of Transportation (DOT). Once Jim Rollins returns, another meeting will be scheduled with DOT and this initiative will move forward. The sign is in production.
 - b) Full Activities Update
 - a. Manufacturers Event in collaboration with Torrington/Winchester is moving forward. Event details T.B.A, aiming for October.
 - c) 2023 Job Fair
 - Date: October 11, 2023
 - Begin advertisement of the Job Fair.
 - Location: The Gilbert School, gymnasium.
 - Dewees will connect with Pamela LaRosa.
 - Alan has updated last years' flyer.
 - Jess can make a google form or constant contact form for employer registration.
 - d) Manufacturers Breakfast – Dewees will connect with Alan regarding updates to the newsletter.
 - e) EDC Social Media
 - a. Sub-committee meeting was in the works.
 - b. Spotlight Ideas: Lapointe's (Kitchen and Bath) and the Marina. Announce R&B's mini-golf.
 - f) Fall Festival
 - a. There is no new information to report.
- 9. Adjournment – 8:32 pm motion by Gary Giordano, seconded by Alan Colavecchio. Voted 5-0-1.

Respectfully Submitted,
Jessica Tessman