

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

Tuesday, October 4, 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, Dennis Dressel, Jessica Tessman, Dave Sartirana, Shayne Deschamps, Gary Giordano, Alan Colavecchio, Joseph Santoro and guests Ted Shafer, Linda Groppo, John Wiarda and Lance Hansen.
 - a. The Selectman has acknowledged Kevin O'Connell's resignation and request to switch to an alternate position.
2. Agenda Review – Motion to approve agenda by, David Sartirana, seconded by Alan Colavecchio. 7-0.
3. Approval of Minutes of Previous Meetings: September 20, 2022. Motion to approve the meeting by Alan Colavecchio, seconded by Dennis Dressel. Voted 7-0.
4. Treasurers Report – The EDC has a current balance of \$7,560. The EDC will be receiving additional funds from the sales of the Photo Contest Calendars.
5. Boosting / Social Media – The EDC motions to approve \$300.00 towards boosting and promoting upcoming events on social media for the foreseeable future. Motion to approve the funds allocated by Dave Sartirana, seconded by Alan Colavecchio. Voted 7-0.
6. New Business
What's Happening in Town?
 - a) Businesses in Town Updates/Town Updates:
 - The Town of Winchester announced the Round 2 (and final) Façade Improvement Program and Business Start-Up Program awardees: Home & Cake – Beata Vrancic Curious Cat Bookshop, Axe Throwing Center, Earthbound Yogi – Wendy Scanlon, Mad River Music Ensemble Lessons, and the Center for Dance Arts II Expansion.

b) Grants

- The Town of Winchester is applying for the US Department of Transportation Grant in efforts to redesign Main Street. The Town of Winchester and the Naugatuck Valley Council of Governments: Potential collaboration.

c) Town Updates

- The Fall River Clean up, hosted by the Friends of Main Street was scheduled for Saturday, September 24 from 9:30 am – 12:00 pm. A few EDC members were in attendance.
- Tractor Supply – Dennis and Dewees attended the Inland Wetlands and Watercourses Commission meeting in support. The property line is between Barkhamsted and Winsted.
- Sue Grossman Trail – expansions are being made.
- River Eatery Ribbon Cutting Ceremony postponed to a later date in November.
- Fairchild – Under new business ownership. Dennis will coordinate a ribbon cutting ceremony.
- Ted will connect with Studio 180.

7. Communications:

- a) The U.S. Small Business Administration announced that federal Economic Injury Disaster Loans are available in Connecticut for small businesses, small agricultural cooperatives, small businesses engaged in aquaculture, and most private nonprofit organizations.

8. Old Business:

a) Job Fair in the Park:

- a) Postponed to October 20, 2022 at the NWCCC Greenwoods Gymnasium.
- i. NWCCC has the advertisement posted on their digital signage.
 - ii. Promo Items to distribute to guests: 06098 Stickers, remaining EDC portfolio notebooks.
 - iii. The postponed flyer was uploaded to Facebook and boosted.
 - iv. Alan will re-design the Lawn Signs.
 - v. Connect with Team Success Scholars for day-of volunteer needs.

b) Committee Planning for the next Business Event conversation led by Dennis and Gary:

- i. The next Business Event will be a breakfast event held on October 27, 2022.
- ii. The keynote speaker is confirmed.
- iii. Location: The Laurel Room, Whiting Mills, event start time 7:45 AM, speaker at 8:30 AM with a Q&A to follow up.
- iv. Whiting Mills is a co-sponsor of the event.
- v. Suggestion for food: Railway Café.
- vi. Podium – The Town has a Podium available.
- vii. Alan is working on the announcement and needs contact information. Suggestion to utilize Constant Contact or Eventbrite.

c) Welcome to Winsted/Winchester Sign

- Alan Colavecchio contacted Robert of the Torrington/Winsted Rotary Club regarding updating the signs. All 3 signs should have a similar design – Gary will inquire about costs.

d) What New Businesses Make Sense for Winsted/Winchester

- October 16 – R&R Hobby, Train Show

- e) Winsted EDC Person of the Year
 - a) Switch to Winsted/Winchester Business Person of the Year, presented annually by/from the Winsted/Winchester EDC.
 - b) Plaque award and potential Town Hall Plaque – Point Person: Ted, Jess, and Jim.
- f) Update on Marketing Campaign:
 - The next Marketing meeting is at 6:00PM, prior to the next EDC meeting, (10/18/22).
 - Website renovations: introductory of a roll-out.
- g) Business Visitations and Business in the Spotlight:
 - 2nd Home Lounge:
 - Ted & Dewees: The Marina at Highland Lake, full-tour.
 - The EDC highlighted Tina's Baskets, Suite #305.
 - Levine Auto is under new ownership.
 - Postponed: Noujaim's (Gary) and R&B Sports world. (Jess and Shayne).

9. Adjournment – 8:33 pm motion by Dennis Dressel, seconded by Dave Sartirana. Voted 7-0.

Respectfully Submitted,
Jessica Tessman