

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

Tuesday, October 18, 2022, 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
Jill Fourie, Commissioner
Joseph Santoro, Alternate
Kevin O'Connell, Alternate
David Sartirana, 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 6:59 pm by Dewees Yeager. At the meeting was Dewees Yeager, Dennis Dressel, Jessica Tessman, Shayne Deschamps, Gary Giordano, Alan Colavecchio, Jill Fourie and guests Ted Shafer, Linda Groppo, and John Wiarda.
2. Agenda Review – Motion to approve agenda by, Shayne Deschamps, seconded by Alan Colavecchio, 7-0.
3. Approval of Minutes of Previous Meetings: September 20, 2022. Motion to approve the meeting by Jill Fourie, seconded by Shayne Deschamps. Voted 7-0.
4. New Business
What's Happening in Town?
 - a) Businesses in Town Updates/Town Updates:
 - Batcheller School Property Tours scheduled for November 5th from 9-12PM.
 - Ribbon Cutting Ceremony: River Eatery is hosting a Grand Opening week from November 7 – 13. Gary will coordinate the ceremony.
 - Coming soon to Main Street: Yoga shop, JD's Café and a Real estate office.
 - Federal Grants:
 - The Town has applied to a Department of Transportation grant titled Reconnecting Communities Pilot (RCP). Focused on the re-design of Main Street.
 - Assessment Grant – UCONN School of Engineering offered a summer internship to a student to identify 10 Brownfield sites. The Town must decide on 2 or 3 facilities.
 - Communities Challenge Grant – Third submission.
 - b) The NCCC Business Startup Night will be held on October 25, located at Haight-Brown Vineyard, 5:00pm – 7:00 pm. Gary will try to attend.

5. Communications:
 - a) No communications reported.
6. Old Business:
 - a) Job Fair in the Park: 45 Employers will be present at the Job Fair.
 - i. NWCCC has the advertisement posted on their digital signage. Signage needs to be adjusted.
 - ii. Promo Items to distribute to guests: 06098 Stickers, remaining EDC portfolio notebooks.
 - iii. Public Works will re program the digital sign for the Job Fair.
 - iv. Facebook Boosting – one last boost to promote the event.
 - b) Committee Planning for the next Business Event conversation led by Dennis and Gary:
 - a. The next Business Event will be a breakfast event held on October 27, 2022.
 - b. The keynote speaker is confirmed.
 - c. First round of invites went out on an E-Vite.
 - d. 12-15 confirmations to attend the event. Another round of emails will be utilizing Gmail.
 - e. Location: Whiting Mills, event start time 7:45 AM, speaker at 8:30 AM with Q&A to follow.
 - f. The Railway Café will be catering the event.
 - c) Winsted EDC Business Person of the Year
 - a. The EDC will recognize one person. The EDC is tasked to think of 3 People to nominate between now and December.
 - b. Private ballots will be utilized when the EDC votes.
 - c. The EDC will design an award. A plaque will be given to the winning business owner.
 - d) Welcome to Winsted Sign
 - a. Gary will continue to take the lead.
 - e) Update on Marketing Campaign:
 - Slogan – Winsted/Winchester must be branded together. Alan crafted a few slogan ideas to share with the committee.
 - Marketing Committee will set up a meeting with Josh to discuss further steps.
 - Part-Time Communications Coordinator – An Interview was conducted.
 - f) Social Media, Business Visitations and Business in the Spotlight:
 - Introduce Ted and Commissioners on Facebook.
 - Noujaim's (Gary).
 - R&B Sportsworld – Laser Tag Spotlight.
7. Adjournment – 8:24 pm motion by Shayne Deschamps, seconded by Dennis Dressel. Voted 7-0.

Respectfully Submitted,
Jessica Tessman