

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

Tuesday, July 21, 2020, 7:00 PM

Conference Call

COMMISSION

Dennis Dressel, Chairman

Deweese Yeager, Vice Chairman

Jim Welton, Treasurer

Jessica Tessman, Secretary

Gary Giordano

David Sartirana

Lara Kazlauskas

Bob Geiger, Town Manager

Jack Borque, BOS Liaison

Linda Groppo, BOS Liaison

1. Call to Order and Roll Call - Called to order at 7:03 pm by Dennis Dressel. On the call was Dennis Dressel, Jim Welton, Dewees Yeager, Jessica Tessman, Gary Giordano, Linda Groppo, Lara Kazlauskas, with guest Pam Colombie.
2. Agenda Review - Motion to approve amended agenda by Dewees Yeager, second by Jim Welton. Voted 6-0.
3. Approval of Minutes of Previous Meetings: July 7, 2020, motion to approve by Dewees Yeager as written, second by Gary Giordano. Voted 6-0.
4. New Business
  - a) What's happening in Town? Restaurants are starting to re-open.
  - b) Continuation of discussion regarding enterprise zones, tax abatements, and opportunity zones.
  - c) EDC Planning Discussion;

Main Street Activities:

- I. Jim, Jess & Dewees will take the lead and create a storefront clean up contest. Winners will receive a prize and recognition.
- II. Historical Society Discussion: Designated Markers for areas.
- III. Create a Facebook post to encourage residents to purchase gift cards from local businesses. Jess & Gary will take the lead.

## Educational/Networking Events

- I. Jess & Jim will create a survey inquiring if businesses would be interested in attending any webinars ---social media/advertisement based, or anything businesses would be interested in.
- II. Virtual Town Hall Meetings: Jim & Jess will include in the survey: are you interested in attending virtual town meetings, if so, what topics & what town leaders would you like to hear from?
- III. Winchester 250: promotion through social media outlets

## Business Promotion / Social Media

- I. Gary & Lara will take the lead on the Welcome Packet and become Mentors to guide businesses.
- II. Dennis, Jim, Dewees & Gary expressed interest in becoming a committee for business promotion.
- III. Business Visitations will continue. Jim will send Lara & Dave their list.
- IV. Social Media Spotlight Advertisement: Lara & Jess will take the lead and highlight local businesses. Jess will create a social media calendar and connect with Meg (ReCreative).
- V. Pam will be working with the website developer to adjust the business directory categories.

## 5. Communications

There are no communications.

## 6. Old Business

- a) The Business Mastersheet is still being updated. Dewees will reach out to the Whiting Mills to expand the business database.
- b) Jim will explore purchasing business cards and name tags for Lara and Dave. Lara & Dave should create a EDC GMAIL account for their business cards.

7. Adjournment - 8:00 pm motion by Jess Tessman, second by Dewees Yeager.  
Voted 6-0.