

**TOWN OF ASHFORD
ECONOMIC DEVELOPMENT COMMISSION
5 TOWN HALL RD ASHFORD, CT 06278
REGULAR MEETING MINUTES
WEDNESDAY, APRIL 27, 2016**

PRESENT: G. Lawrence, R Fenn,
R Williams, M. Chatey, J. Calarese

- 1. Call to Order - 7:45 PM**
- 2. Seating of Alternates - None**
- 3. Approval of Minutes – Fenn/Chatey; passed**
- 4. Budget**
 - a. \$1,750 funds are still left. Will use this all for the website. Will get small amount of additional funds (less than \$250) from BOS as per discussion last month.
 - b. Motion to accept report – Chatey/Fenn; passed
- 5. Communications and Announcements**
 - a. Announcements -
 - i. None.
 - b. News from Other Commissions
 - i. PZC – A new fee schedule is proposed and will be incorporated into an ordinance. This will include provisions for upfront consulting fees on very large projects.
 - c. ABA News
 - i. New business brochure was distributed
 - ii. Membership is increasing with new members from surrounding towns, including Mansfield. Membership is now over 71.
 - iii. Car shows will resume again in May on the last Thursday of the month each month until September
 - d. Correspondence and Meetings
 1. none
 - e. Presentations - none
- 6. Old Business**
 - a. Website Modifications (Darcy, Chatey, Gantick) -
 - i. The Mad Com and Quasar proposals were discussed again.
 - ii. Darcy/Chatey reviewed the responses to the questions submitted to the vendors after the last meeting.
 - iii. Also found out that Mad Com has been contracted to work on the Town website and that Cheryl Baker was impressed with their work thus far.
 - iv. Recommendation was made to select Mad Com by Darcy/Chatey

- v. Motion – Williams/Chatey/Darcy are charged set up a meeting with Mad Com to negotiate a revised quote; explore synergy with the Town; and use Savage Systems as the hosting service. Further they are empowered to commit EDC funds. Motion – Fenn/John; passed.
- b. Our Town Our Future (Fenn, Gantick).
 - i. A public meeting on the UConn lead landscape design for the West Ashford/Warrenville SPA was held on March 31 at 7:00 PM in Senior Center. It was well received and attended. A copy of the presentation was sent to the EDC. There was much discussion as how to best proceed. It was decided that we need to expose a larger group of people to some of the concepts in the study and seek ways to get state funding to turn the high level study into a plan.
 - ii. The A1 station beautification project is well underway.
 - 1. The plywood panels have been installed in all of the opening and 90% of the materials have been purchased to complete the project.
 - 2. PZC brought a concern that the mural could be consider a sign. If so, it would violate current sign size limits. Williams had done some research on the matter and had found legal opinions stating that murals are not signs and are protected by the First Amendment. Action – Williams will speak with PZC Jeff and Alex.
 - iii. Discussed if there was a formal acceptance of the OT-OF as an ad hoc committee reporting to the BOS. Ray will check with Mike Gantick.
 - c. Retail and Services Enterprise Zone (also includes Branch Bank Solicitation Project (Chatey, Lawrence, Williams)
 - i. Bank Solicitation – no report
 - ii. Enterprise Zone
 - 1. Gary is still trying in touch with property owner Hoffman. Will visit her in person.
 - d. Wagon Shed Property (Darcy)
 - i. Asked if there was any action concerning the EDC request of the BOS made last month? Williams will meet with Mike Zambo to discuss.
 - e. Buy Local Initiative
 - i. No Report

7. New Business

a. EDC Marketing and Communications

- i. Margaret brought up the need for the EDC to do a better job “marketing” its initiatives and charter. The commission is frustrated that after considerable amounts of work many of the projects are being stopped and/or put on hold. There is also vocal group that voices their opinion that “the town is just fine and we do not want to change it”.
- ii. The thought was that we should start by meeting with the boards and commission to lay out our plans and get their formal buy in.
- iii. Agreed to make this a standing agenda item and a high priority.

8. Input from Public - None

9. Member Input for Next Agenda - None

10. Adjournment - 9:45 PM

Prepared by R. S. Williams, Chair