

**TOWN OF SALEM
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
TUESDAY, NOVEMBER 21, 2023, 3:00 P.M.
SALEM TOWN HALL, CONFERENCE ROOM 1**

PRESENT

Melissa Beers, Chairperson
Kathleen Roderick
Michael Smith

ABSENT

John Houchin, Vice Chairperson
Amanda Lawrence

1. CALL TO ORDER

Chairperson Beers called the meeting to order at 6:02 p.m.

2. PLEDGE OF ALLEGIANCE

ADJUSTMENTS TO THE AGENDA:

The following item was added to the Agenda:

3(b) Tuesday, October 25 Special Meeting

And the following item was amended:

8(a) *Signage Advertising* Budget

3. APPROVE MEETING MINUTES:

a. Tuesday, October 17, 2023 Regular Meeting

M/S/C: Smith/Roderick, to approve the October 17, 2023 Economic Development Commission Regular Meeting Minutes. Discussion: None. Voice vote, 3-0, all in favor.

b. Tuesday, October 25, 2023 Special Meeting

M/S/C: Roderick/Smith, to approve the October 25, 2023 Economic Development Commission Special Meeting Minutes. Discussion: None. Voice vote, 3-0, all in favor.

4. CORRESPONDENCE

Correspondence regarding the Commission's Small Business Saturday event was received. The event plans and layout were e-mailed to the vendors, many of whom attended this evening's pre-event meeting.

5. PUBLIC COMMENTS – *none*

6. SALEM BUSINESS

- a. Update from Senator Martha Marx – *no update*
- b. Update from State Representatives Holly Cheeseman and Irene Haines
- c. Update from Salem First Selectman Ed Chmielewski

Chairperson Beers reported that Representative Cheeseman is planning to attend the Small Business Saturday event. Representative Haines commented on the Commission’s webpage and acknowledged the event.

First Selectman Chmielewski also plans to attend the event and has authorized the use of the digital sign at Burnett’s Country Garden from Wednesday to Saturday to help attract guests. In addition, he ensured that the fall issue of *Our Town Salem*, which includes a full-page ad for the event, was published and will be distributed before the event.

7. SALEM BUSINESS OUTREACH AND SUPPORT

- a. **In-Person Outreach** – *no discussion*
- b. **Welcome Packet** – *tabled to 2024*

8. SMALL BUSINESS SATURDAY

The event will include a Selfies with Santa station with resident Gary Closius playing Santa. A backdrop and two (2) chairs, which will be available for purchase by *Another Man’s Treasure*, have been secured. The Santa costume will be provided by Commissioner Lawrence.

An e-mail regarding the details of the event was sent to the vendors. A request for blow-ups to draw more attention to the event and wrapped gifts to help embellish the Selfies with Santa Station was included in the e-mail.

The Commissioners and vendors will be meeting at *Burnett’s Country Gardens* at 3:00 p.m. on Friday, November 24, to begin preparing the area and setting up their tables. The vendors will also be provided with two hours to park, unload, and set up their tables on Saturday morning.

a. Advertising Budget

Chairperson Beers stated that the allocated amount for the advertising of the event was exceeded due to the delayed publication of *Our Town Salem*. The Commissioners were individually contacted to receive their consensus for the additional expenditure(s).

b. Vendor Update

Forty-two (42) Salem-based businesses have registered for the event. Non-profit community organizations will also be participating in the event. *Two Brothers Restaurant* is collecting non-perishable food items for one of the overseas military units

and two custom holiday trees that will be used to decorate the area will be donated to the military unit.

9. NEW BUSINESS

A Budget Update of the Commission's ARPA (American Rescue Plan Act) and Operating Funds will be provided during their January 2024 Regular Meeting.

December Regular Meeting and Roundtable Meeting

M/S/C: Smith Roderick, to cancel Economic Development Commission December Regular Meeting and reconvene in January 2024. The Salem Business Roundtable meetings will also reconvene in January. Discussion: None. Voice vote, 3-0, all in favor.

Approval of 2024 Regular Meeting Dates

M/S/C: Smith/Roderick, to approve the 2024 Economic Development Commission Regular Meeting dates as follows: January 16, February 20, March 19, April 16, May 21, June 18, July 16, August 20, September 17, October 15, November 19, and December 17. All meetings will be held on the third Tuesday of every month at 6:00 p.m. at Salem Town Hall. The Salem Business Roundtables will be held at 5:00 p.m. Discussion: None. Voice vote, 3-0, all in favor.

10. OLD BUSINESS – none

11. ADJOURNMENT

M/S/C: Smith/Roderick, to adjourn the meeting at 6:27 p.m. Discussion: None. Voice vote, 3-0, all in favor. Meeting adjourned.

Respectfully Submitted by:

Agnes T. Miyuki, Recording Secretary for the Town of Salem