

Economic Development Commission (EDC)

Regular Meeting ▪ 7:30 PM January 23, 2012 ▪ Salem Town Offices ▪ Salem, Connecticut

1. Call to Order

2. Seating of Alternates

3. Changes to Agenda

4. Approval of Minutes from last meeting

5. Communications

6. Public Comment

7. Reports

- Board of Selectmen (BOS): Kevin/Bob
- Liaison to Planning and Zoning Commission (P&Z): TBD
- Plan of Conservation and Development: Dana Abetti
- Local Business Ombudsperson: Larry Stevens

8. Old Business

- Economic Development Action Plan progress
 - EDC Plan Critical Initiatives:
 - Goal 1: Take Care of Local Businesses: Jenifer Lee, Kevin/Frank
 - Rejuvenate Four Corners
 - TBD: Research septic options with SLT
 - Bob: Explore why the military stopped using waterless toilets after ~6 months.
 - Other follow-ups:
 - Jen: Consider having a visit Salem day where people invite a group of friends on a business visit circuit.
 - Jen: Consider developing a business directory for advertising.
 - Goal 2: Foster New Economic Growth: Dana Abetti
 - Identify ED opportunities that fit within the Salem community &
 - Process to identify and champion new business opportunities
 - Other follow-up actions:
 - Dana will reach out to Vern Smith to discuss additional potential opportunities for equestrian center.
 - Nicole: Explore formalizing a local farmers market (set-up action required, feasibility, etc.)

9. New Business

10. Adjournment

Frank Sroka, Chair

Dana Abetti ▪ Joe Duncan ▪ Nicole Gadbois ▪ Jenifer Lee ▪ Sean Reith ▪ Larry Stevens

Helpful Information:

- **CT Department of Economic and Community Development:** <http://www.ct.gov/ecd/cwp/view.asp?a=1097&q=438016&ecdNav=|>
- **The Connecticut Economic Digest:** <http://www1.ctdol.state.ct.us/lmi/ctdigest.asp>
- **CERC Site Finder for businesses looking for a site or building:** <http://cerc.zoomprospector.com/> . Note our town profiles (demographic, expenditure, business)
- **Eastern CT Industry Projections (note: This is heavily influenced by the Casinos):** <http://www1.ctdol.state.ct.us/lmi/forecast2006-2016/eaindustry.asp>
- **U.S. Industry Projections, Top 20 growth/decline:** http://www.bls.gov/emp/ep_table_204.htm



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| <ul style="list-style-type: none"> • Town elections trigger a collaborative effort to build ED business screens • Begin to schedule meetings with key stakeholders to gather criteria for screens • Begin tracking informal business opportunity inquiries & outcome | <ul style="list-style-type: none"> • Refine steering committee roles, process & tools • Gather town-wide commission input on criteria for business screens • Synthesize town-wide survey results • Identify areas of town currently zoned for commercial and industry use | <ul style="list-style-type: none"> • Develop screens • Use screens to conduct a community fit analysis to identify types of businesses that fit in Salem • Implement stakeholder Steering Committee to review opportunities. | <ul style="list-style-type: none"> • Validate business types with key stakeholders • Identify possible locations for new businesses and proposed changes (if any) • Evaluate town regulations and land availability from the perspective of targeted community-fit businesses • Develop target business tip sheets | <ul style="list-style-type: none"> • Conduct new business simulation “dry runs” • Begin process to implement changes to regulations as needed • Develop communication and marketing plan | <ul style="list-style-type: none"> • Continue process to implement changes to regulations as needed • Implement communication and marketing plan to attract desired businesses to Salem |
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