

TOWN OF SALEM, CT.

Economic Development Commission

Meeting, April 20, 2015, 7:30 p.m. scheduled for Salem Office Building, Room 2

relocated to Dunkin Donuts 1 New London Rd, Salem CT, 06420

Minutes

Meeting called to order at 7:56 pm by meeting chair Frank Sroka.

Members present:

Frank Sroka

Andy Lightner

Wendy Mikolinski

Members not present:

Ken Bondi

Ada Vaill

Visitors:

None

1. Reading of Agenda – chairperson

Frank Sroka presented agenda. One addition to agenda presented – discussion and action by EDC (report previously submitted to First Selectman).

2. Communications: none

3. Public Comment: none

4. Reports

- a. **Selection / EDC Liaison:** nothing to report
- b. **P&Z Liaison:** not present

5. Old Business

Motion: Wendy Mikolinski to approve Minutes for 03/16/2015 meeting. Seconded by Andy Lightner. Unanimously approved.

Frank Sroka presented the EDC Annual Report.

Motion: Wendy Mikolinski to approve EDC Annual Report as submitted. Seconded by Andy Lightner. Unanimously approved.

Frank Sroka presented current EDC brochure locations which include: Salem Town Hall community table, Salem Town Clerk office and Salem Pharmacy.

Discussed potential new locations for dissemination of the brochure. Suggestions included Salem Post Office, Salem Library, open window spaces in unoccupied Salem retail spaces, Salem campgrounds, Burnett's Country Gardens and local commercial real estate brokers. Frank Sroka and Wendy Mikolinski will communicate with these vendors and request placing the brochure in appropriate areas. Frank Sroka will ask EDC member Ken Bondi to communicate with commercial real estate vendors and request they disseminate the brochure when appropriate.

Discussed status of the Salem Business Directory project. Wendy Mikolinski and Ken Bondi will communicate with the company that produced EDC brochure regarding possibility of producing the Business Directory. Discussed options for data gathering including the possibility of placing a paid advertisement in the Our Town publication to entice business participation, which is wholly voluntary. Frank Sroka presented a list provided by the Salem town assessor. To ensure accuracy of the list, Frank Sroka will continue to work with the First Selectman and Assessor's office to gather the most current business identity information. Also discussed possibility of utilizing a non-paid intern to assist in project development.

Discussed status of the Salem Business Owner's Survey. Length of survey, types of questions to include, and how to target survey responders was discussed. Potentially offering incentives for company participation were also discussed.

Discussed the need for an EDC specific Email Address for both general communication with the EDC and for responses to the Business Owner's Directory request and Business Owner's Survey. Frank Sroka will communicate with Kevin Lyden regarding this request.

6. New Business: none

Next Meeting: Monday, May 18, 2015 at 7:30 p.m.

Meeting Adjourned 8:51 p.m.