

Economic Development Commission

Regular Meeting 7:30 P.M. April 15, 2013 Salem Town Offices Salem Connecticut

Minutes

1. Call to Order: 7:32
 - a. Attending: Frank Sroka, Nicole Gadbois, Will Spang, Jenifer Lee, Ada Vaill
 - b. Selectman: Bob Ross

2. Changes to Agenda:
 - a. Add discussion about the ordinance

3. Approval of Minutes from last meeting:
 - a. Clarification from Bob Ross regarding vocabulary of roundabout discussion
 - b. Motion: Ada Vaill
 - c. Seconded: Vincent Howe

4. Communications:
 - a. The New London Day ran an article about the EDC meeting

5. Public Comment: None

6. Reports:
 - a. Selectman: Bob reported a fairly successful public hearing regarding the budget, discussion followed. A comment was made at the hearing regarding the EDC and the budget. People seem to be ready to support the EDC because they understand the connection between business development and growing the tax base of the town.

7. Old Business:

a. Economic Development plan progress:

- i. Discuss new brochure: Nicole distributed draft copies of the brochure for people to view and comment on and will distribute them via e mail for members to view at home and comment on.
 1. Bob mentioned possibly using a more economic themed photo for the front of the brochure
- ii. Discuss “packet” concept for people considering Salem as a home for their business: Frank reiterated the importance of having this as a starting point for people considering Salem as a location for their business.
- iii. “Passport” project update: Letter to business owners- Jenifer will write this and then we will discuss the best way to distribute these.
- iv. Map update: Jenifer discussed the different style maps that are available. She spoke about the price range as well as the ways to offset the cost. Jenifer talked about charging a small fee for the maps to help them retain some value. Jenifer will look into the pricing to get more serious about getting a map like this for Salem.

8. New Business:

- a. Business database & Survey of Salem: Frank e mailed a Salem Business Owners’ Survey draft for everyone to review. This survey will help us gather data to start creating a business database as well as come up with ideas to help improve the business climate in Salem. Bob suggested adding a question about business owner interest in a Salem Business Owners Association. Discussion followed about the best way to distribute the surveys. Vincent suggested including a blurb to let people know that participants in the survey will be invited to attend a meeting where they will be invited to speak which may make people more inclined to fill out the survey. Will mentioned possibly using some multiple choice or check boxes to eliminate some of the writing for the business owner. Discussion followed about how this would work for many different types of business. Jenifer talked about changing some of the dialogue to keep it positive as well as adding in some type of wording to assure people that their answers will be kept private. Vincent said one checkbox or number scale would be helpful to quantify peoples experience doing business in Salem.

- b. Bob Ross mentioned looking into having the new reporter from the New London Day write an article about economic development and the challenges of economic development in a small town. Frank would also like to see it in Our Town of Salem: Bob Ross offered to help write it and said that the due date is May 1.
 - c. Frank read and reviewed the town charter concerning the EDC to ensure that we are operating correctly under the terms of the charter. We need to have an annual election of officers.
 - d. Jenifer called for a motion to appoint Frank as chairman
 - i. Will Seconded
 - ii. Motion passed
 - e. Jenifer called for a motion to appoint Nicole as secretary
 - i. Will seconded
 - ii. Motion passed
9. Adjournment: Our next meeting is May 20th at 7:00p.m.
- a. Motion to adjourn: Jenifer
 - b. Seconded: Nicole
 - c. Adjourned at: 8:58pm.