

TOWN OF SALEM, CT.

Economic Development Commission

Regular Meeting, March 21, 2016, 7:30 p.m. Salem Office Building, Room 2

Minutes

Meeting called to order at 7:36 pm by secretary Wendy Mikolinski who filled for meeting chair Frank Sroka.

Members present:

Ken Bondi

Wendy Mikolinski

Paul Robillard (7:50pm arrival)

Elby Burr (Alternate)

Members not present:

Frank Sroka

Andy Lightner

Ada Vaill

Visitors:

None

1. Reading of Agenda – chairperson

Wendy Mikolinski presented agenda. A memo from First Selectman Kevin Lyden regarding a monthly business booth was added to the agenda.

Motion: Wendy Mikolinski moved to approved Elby Burr as an official EDC member for the meeting to satisfy the quorum quotient. Seconded by Ken Bondi. Unanimously approved.

Motion: Ken Bondi moved to approve the Minutes for 02/22/2016 meeting. Seconded by Elby Burr. Unanimously approved.

2. Communications

- a. Wendy Mikolinski presented memo from chair Frank Sroka regarding an upcoming SECTER event being held on 4/6/16. Each member present was asked if they could

- attend; Wendy Mikolinski and Ken Bondi stated they would attend the seminar. Elby Burr was unsure, and Paul Robillard would likely attend the meeting in Groton. Each attendee will report information back to the EDC at the next formal meeting.
- b. Wendy Mikolinski presented a memo from chair Frank Sroka regarding a seminar on Funding & Resources for small businesses on 3/24/16. No EDC members present were able to attend this meeting.
 - c. Elby Burr reported information from a SCORE seminar hosted by Charter Oak Bank on 2/29/2016. The EDC members discussed the importance of the SCORE program for both potential and existing small business owners; and all members agreed a link to the SCORE website should be included on the EDC portion of Salem's town website. We will ask chair Frank Sroka to request this addition of First Selectman Kevin Lyden.

3. Public Comment

None

4. Reports

- a. Selectman / EDC Liaison: None
- b. P&Z Liaison: None

5. Old Business

- a. The EDC is still waiting for the responses to the Our Town Salem Business Owners Survey requests. Frank Sroka will request these from the First Selectman.
- b. Paul Robillard presented a list of company names found on the internet with a current Salem CT address. To enhance participation in the Business Owner's Survey / Database project, the EDC members agreed that a direct mailer from the EDC should be sent to each business listed on this document. Elby Burr stated he will request the most up to date business list from the town Tax Department for comparison against Paul's list. This project will be discussed with chair Frank Sroka prior to any action.
- c. Elby Burr reported on his initial assessment of the P&Z regulations that may affect new business development in Salem. Elby stated the regulations were so specific (ie size of lot, height of building, size of driveways, etc) that a large number of regulations would pose issue for new development. His interpretation was that any new business considering Salem would likely have to request modification to P&Z regulations for any development project whatsoever. The EDC members discussed the idea of making development plots "shovel ready" would enhance development opportunities; this topic will be discussed further at future EDC meetings.

6. New Business

- a. Elby Burr discussed the need for the EDC to research upcoming seminars on Marketing; the EDC members agree the committee needs guidance on determining how to market Salem to outside business developers. Each member will research this and report information at the next EDC meeting.
- b. Wendy Mikolinski presented the memo from chair Frank Sroka regarding an article published in The Day on 3/4/16 regarding Senior Housing needs in Salem. While the EDC universally agrees that Salem would benefit from the addition of senior housing, the members are unsure about the “style” of senior housing that would most benefit the town and prove desirable to potential owners and/or renters. The members agreed that Paul Robillard’s idea of bringing in a seasoned Real Estate Agent currently working in the senior housing market may be able to present useful information to the EDC committee. Paul Robillard and Wendy Mikolinski will attempt to set up one or more real estate agent presentations for upcoming EDC meetings to discuss the topic.
- c. Wendy Mikolinski presented a memo from chair Frank Sroka regarding a Business Spotlight Program for Salem businesses. Specifically, R&W Heating sent a request to the First Selectman asking the town consider allowing businesses in Salem to put up a showcase of their business in a central location for potential customers to view and gather information. As example, R&W presented photos of a table set up which included physical materials (ie a large heating system) and written materials for customers to take. The EDC began talks about this program and agree it would serve useful to both the businesses and community, and will discuss the topic in more detail at the next EDC meeting.

Next regular meeting is scheduled for Monday, April 17, at 7:30 p.m. in Salem Town Hall, Room 2.

Meeting Adjourned 8:48 p.m.