

Economic Development Commission

Regular Meeting 7:30 P.M. March 18, 2012 Salem Town Offices Salem Connecticut

Minutes

1. Call to Order:
 - a. Meeting called to order: 7:31
 - b. Attending: Ada Vaill, Will Spang, Nicole Gadbois, Frank Sroka,
 - c. Selectman: Bob Ross

2. Changes to Agenda:
 - a. Talk about possibly changing the meeting time: Will it work better for people to change the meeting to 7:00p.m. instead of 7:30.
 - b. Ada moved to change meeting time condition dependent upon approval from Jenifer and Vincent
 - c. Seconded Will
 - d. Motion carried

3. Approval of Minutes from last meeting:
 - a. Motion to approve the minutes: Nicole
 - b. Seconded: Ada
 - c. Motion carried

4. Communications:
 - a. New Member appointed to EDC: Will Spang

- b. Meeting with Stefania from Mystic.org: Frank and Nicole met with Stefania from Mystic.org. Possibly partner with a handful of businesses in town to upgrade to the next level of participation. Also use the site as a jumping off point to our own website that we can put as much information on as we want. Municipal websites are often lacking- the key is to figure out a way to keep it updated on a regular basis.
5. Public Comment: None
6. Old Business:
- a. Economic Development plan progress:
 - i. Discuss new brochure: Rachael is getting pricing information
 - ii. Discuss “packet” concept for people considering Salem as a home for their business: Something to do in conjunction with the brochure as a part of a process to make Salem more appealing and more user friendly to a prospective business owner/ resident considering moving to Salem.
 - iii. “Passport” project update: None
7. Reports:
- a. Board of selectman:
 - i. Bob spoke about appointing Will to the EDC and talked about having a new, revitalized membership of the EDC. We need to fill one more vacancy so if anyone has a recommendation make it to the Board of Selectman.
 - ii. This is going to be a tough year with the budget- the board of Finance is proposing a 4% increase. Salem is debt free- we pay our bills.
 - iii. RT 11- there was a vote supporting the idea of tolls on RT 11 just during construction.
 - iv. Community Builders Institute offers classes for Economic Development that would be a good idea for members to attend to understand the language of economic development.
 - v. Frank mentioned people turning left in the roundabout and suggested putting up yellow signs.
 - b. Liaison to planning and zoning: Ada Vaill- Meeting will be tomorrow

- c. Farmer's Market: Nicole Gadbois: Mentioned advertising, the new farmer's market committee, new hours 4-7pm, as well as changed design of the layout of farmers and vendors.

8. New Business:

- a. Business "database:" This would feature business information about businesses in town this would address the missions of growing businesses that are already here in Salem as well as to reach out and attract new business to town. We will do a draft of a questionnaire to send out to town businesses to get information to put on the database that EDC can maintain and update. This would be a way to help focus the mission of EDC and have something to show people and a place to refer them.
- b. Nicole mentioned members should check out the link www.cednc.unc.edu/stbi/pdfs/stbi_final.pdf this is a case study on economic development in small towns in North Carolina.
- c. Our next meeting is April 15th.

9. Adjournment:

- a. Motion to adjourn: Ada
- b. Seconded: Nicole
- c. Motion carried at 8:35.