

## Economic Development Commission (EDC)

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

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### 1. Call to Order

Frank called the meeting to order at 7:40.

Attending: Frank Sroka, Larry Stevens, Jenifer Lee, Nicole Gadbois, Kevin Lyden

Absent: Sean Reith, Joe Duncan

### 2. Seating of Alternates

Larry moved to move Nicole to a permanent member of the EDC rather than an alternate. Jen seconded. Accepted unanimously.

### 3. Changes to Agenda

Add agenda item to nominate a new secretary.

### 4. Approval of Minutes from last meetings (November and December)

- November Jen/Dana MSA
- December Larry/Jen MSA
- Dana will follow up with Pat to find out how far in advance we need to post a notice of meeting.

### 5. Communications

- None

### 6. Public Comment

- None

### 7. Reports

- Board of Selectmen (BOS): Kevin
  - The BOS is finalizing on a formal events policy. At this point, there will probably be no alcohol allowed because of the liability to the town.
  - Roundabout:
    - The BOS will post regular updates for the website. The updates will explain what is happening and what is next.
    - The white building will come down in April.
    - The DOT put a telephone pole in front of the Four Corners sign. So, we are asking them to move the sign.
    - The DOT commented on how receptive our town was when they gave the town residents a presentation at Gardner Lake Firehouse 2 – 3 years ago.
    - Once the Four Corners light is removed, there will be an interim round while they build the permanent one. Kevin said he will ask the trooper to monitor traffic patterns to ensure traffic doesn't go around Four Corners and speed into neighboring areas.
    - Kevin sent thank you letters to Sean and Joe to thank them for their service to the EDC. They have served their terms.
- Liaison to Planning and Zoning Commission (P&Z): TBD
  - Jen will act as the interim liaison for now.
- Plan of Conservation and Development: Dana Abetti
  - ETA for the public hearing is Feb 28. Dana will confirm the date and email the EDC.
- Local Business Ombudsperson: Larry Stevens

### 8. Old Business

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Frank Sroka, Chair

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

- 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. Dana emailed Bob and will share the response with the EDC.
      - Other follow-ups:
        - Jen: Consider having a visit Salem day where people invite a group of friends on a business visit circuit. Jen is working on this and will follow up with Nita Ross to ensure she has not omitted any businesses. We could turn this into a passport concept.
    - 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. Dana emailed Vern and will update the EDC with his response.
          - Nicole: Explore formalizing a local farmers market (set-up action required, feasibility, etc.). We will begin a farmers market on Thursdays from 4 – 8 beginning in June / July. It will be at the pavilion. We can allow temporary food events. There will be no alcohol allowed. She is on schedule. There are 123 farmers markets within a 15-mile radius. From 1994 – 2003 there has been a 64% increase in farmers markets in the U.S. Maryann will lead the effort to write the bylaws. This would include insurance, licenses, what percentage of sold goods must be made locally. The supply of farmers must be appropriate for the customers. Approximately 6 farmer stands per 100 customers (according to some of Nicole's research).
            - We need to have a differentiator. What can we sell that's unique to Salem? Animals on display (like a petting zoo without petting, also get back to the land demos: hearth baking, stone wall building, spinning, canning, wood working, music)?
            - We need to advertise this information in Our Town Salem.
            - Advertisement: Need a target market within the farmers market crowd
            - Do we have trail maps we can hand out at the market? Sue may have been working on the maps. Frank will confirm. If not, he will contact Jenifer so she can research with a scout troop.

## 9. New Business

Dana asked if anyone is willing to be secretary. Nicole said she is willing. Larry made a motion to nominate Nicole. Jen seconded. Passed unanimously.

## 10. Adjournment

The meeting adjourned at 9:15 PM. The next meeting is February 27.

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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](http://www.bls.gov/emp/ep_table_204.htm)



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