

**TOWN OF SALEM
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
TUESDAY, JULY 18, 2023, 7:00 P.M.
SALEM TOWN HALL, CONFERENCE ROOM 1**

**The minutes submitted below have been filed in accordance with
Section 1-225 of the CT General Statutes. They are subject to final approval with or
without amendments by a vote of the Economic Development Commission.
Approval and any such amendments will be detailed in subsequent minutes.**

PRESENT

Melissa Beers, Chairperson
John Houchin, Vice Chairperson
Amanda Lawrence
Kathleen Roderick
Michael Smith

ABSENT

Alexandra Marsh, Alternate

ALSO PRESENT

Recreation Commission Members:
Mary Durkee, Chairperson
Debbie Delorimiere, Vice Chairperson
Aggie Valentini, Member
Steve Wlodarczyk, Member

CALL TO ORDER:

Chairperson Beers called the meeting to order at 7:14 p.m.

1. PLEDGE OF ALLEGIANCE

2. WELCOME NEW COMMISSIONERS

Chairperson Beers welcomed members Amanda Lawrence, Kathleen Roderick, and Michael Smith to the Commission. The new Commissioners introduced themselves and provided a brief background.

3. CORRESPONDENCE – *none*

4. PUBLIC COMMENTS – *none*

5. APPROVE MEETING MINUTES:

a. Monday, June 26, 2023 Special Meeting

**M/S/C: Houchin/Beers, to approve the June 26, 2023 Economic Development
Commission Special Meeting Minutes. Discussion: None. Voice vote, 5-0,
all in favor.**

4. SALEM BUSINESS

- a. Update from Senator Paul Formica and Martha Marx
- b. Update from State Representatives Holly Cheeseman and Irene Haynes
- c. Update from Salem First Selectman Ed Chmielewski

Chairperson Beers reported that First Selectman Chmielewski expressed his excitement for the upcoming Christmas in July event. State Representative Cheeseman will be attending the opening of *Brimstone Candles* at 1 New London Road this Friday, July 21.

6. SALEM BUSINESS OUTREACH AND SUPPORT – no discussion

- a. In-Person Outreach
- b. Welcome Packet

7. CHRISTMAS IN JULY UPDATE

Chairperson Beers reported that several raffle prizes have been secured for those businesses who are unable to attend the event, including a family museum membership to the Niantic Children's Museum and a bird bath, and two (2) flowerpots from Getty Granite. Other donations include Salem Valley Farms Ice Cream, Burnett's Country Gardens, Hair Power, Chelsea Groton Bank, Salem Prime Cuts, Two Sisters Trading Post, Mitchell Farms, and Gina Nails. She will be following up with Two Brothers Restaurant, Another Man's Treasure, Anytime Fitness, Maegog Farms, and Fox Farm Brewery.

The First Selectman and Emergency Management Director have requested additional, detailed information due to the number of people predicted to attend the event. Chairperson Beers reported that their Facebook post has garnered over 40 shares and 590 interested parties, and they are planning to boost the event this Friday. Volunteers, including honor students who are in search of volunteer/community service hours, are being sought.

The EDC secured the band Sidetracked and solo guitarist J.D. Hickey, representing the Music Bureau, will be providing entertainment. The Waterford Orchestra was canceled for logistical reasons.

In keeping with the Christmas in July theme, the Recreation Commission will be distributing Passports to the North Pole which guests can have stamped at each of the booths. Upon completion, guests may enter into a raffle for a \$50 Gift Certificate to Dick's Sporting Goods. They will also be hosting a game area with yard games and Santa's Workshop crafting area for children. Discussion ensued regarding the locations of the gaming and crafting areas.

Recreation Commissioner Delorimiere will be stationed at the entrance (Table A) to greet the guests, distribute the maps, raffle tickets, and passports, and collect donations of non-

perishable items for Care & Share. Signage and roping will help direct the guests from the parking area to the welcome table. Set-up time will begin at 9:00 a.m.

The construction of the volleyball court was delayed to accommodate the booths for the event.

The members agreed to schedule a Joint Special Meeting to finalize the event details.

M/S/C: Houchin/Roderick, to schedule an Economic Development Commission and Recreation Commission Joint Special Meeting on Friday, July 28, 2023, at 5:00 p.m. at the Salem Community Park Pavilion. Discussion: None. Voice vote, 5-0, all in favor.

Chairperson Beers reported that the booth reservations are officially sold out. Businesses who are unable to attend the event and would like to donate a raffle prize must submit them by next Wednesday, July 26. Due to inclement weather, they are still in the process of posting the signage for the event.

The Commissioners reviewed an attendee survey that will be provided to the guests in exchange for a raffle ticket. Commissioner Houchin recommended that the name, address, phone, and e-mail address be optional and add a question asking if he/she is a Salem resident. He also suggested adding an explanation, e.g., "This is our first event and we are interested in improving the event. Your input is greatly appreciated." It was agreed that those who complete the survey and include their contact information would be entered into a raffle for a prize. Commissioner Lawrence recommended simplifying the survey. Commissioner Roderick volunteered to work on the survey. Chairman Beers will also create a survey for the vendors to complete.

Commissioner Lawrence will work on obtaining the e-mail addresses for the businesses to communicate the details of the event.

Recreation Commission Members departed from the meeting at 8:01 p.m.

A request for cones will be submitted to the Town for parking.

8. BUDGET UPDATE

Chairperson Beers reported on the following items:

Porta-potty Rental (allocated \$500.00): The rental for two (2) additional porta-potties is \$400.00. The existing porta-potties will be emptied and cleaned before the event. There will be a total of four (4) available porta-potties at the event.

Signage & Advertising (allocated \$2,500.00): To date, \$1,550.00 has been expended for the banner and yard signs. Part of the remaining funds will be expended on boosting the Facebook post (approximately \$5 to \$10/day). Commissioner Roderick suggested

purchasing a 30-second spot on the local country radio station, WCTY 97.7. She recently purchased ten (10) spots for \$350.00 during prime time to promote her upcoming opening; she volunteered to contact them.

Materials (allocated \$300.00): To date, \$89.96 has been expended for miscellaneous items, including solar Christmas lights, zip ties, glue sticks, rope, etc.

Pop-up Tent: A pop-up tent was also purchased; it is unknown as to wherefrom the funds will derive.

Lunch for Emergency Services Personnel: Discussion ensued regarding providing lunch for the firefighters and the logistics. Commissioner Beers will purchase water from Costco.

M/S/A: Smith/Lawrence, to allocate an amount not to exceed \$300.00 from line 12, Salem Business Programs Development of the ARPA (American Rescue Plan Act) Funds for the Firefighters. Discussion: Discussion ensued regarding the inclusion of both the paid and volunteer Firefighters in the motion. The motion was amended as follows:

M/S/C: Smith/Lawrence, to allocate an amount not to exceed \$300.00 from line 12, Salem Business Programs Development of the ARPA (American Rescue Plan Act) Funds for lunch for the Volunteer and Paid Emergency Services Personnel. Discussion: None. Voice vote, 5-0, all in favor.

9. NEW BUSINESS – none

10. OLD BUSINESS – none

11. ADJOURNMENT

M/S/C: Houchin/Smith, to adjourn the meeting at 8:30 p.m. Discussion: None. Voice vote, 5-0, all in favor.

Respectfully Submitted by:

Agnes T. Miyuki, Recording Secretary for the Town of Salem