

**TOWN OF SALEM  
ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING MINUTES  
TUESDAY, SEPTEMBER 19, 2023, 7:00 P.M.  
SALEM TOWN HALL, CONFERENCE ROOM 1**

**PRESENT**

Melissa Beers, Chairperson  
Amanda Lawrence  
Kathleen Roderick  
Michael Smith

**ABSENT**

John Houchin, Vice Chairperson  
Alexandra Marsh, Alternate

**ALSO PRESENT**

First Selectman Ed Chmielewski

**1. CALL TO ORDER**

Chairperson Beers called the meeting to order at 7:36 p.m.

**2. PLEDGE OF ALLEGIANCE**

**3. APPROVE MEETING MINUTES:**

**a. Tuesday, August 15, 2023 Regular Meeting**

**M/S/C: Lawrence/Smith, to approve the August 15, 2023 Economic Development Commission Regular Meeting Minutes. Discussion: None. Voice vote, 4-0, all in favor.**

**4. CORRESPONDENCE**

Chairman Beers reported on a meeting with the Indianfield Campground to host a smaller vendor fair at the Campground next summer. They also offered to post the Commission's upcoming events on their Facebook page and website. She also spoke with Burnett's Country Gardens, who is interested in hosting a joint vendor event.

**5. PUBLIC COMMENTS – *none***

**6. SALEM BUSINESS**

- a. Update from Senator Paul Formica and Martha Marx – *no report*
- b. Update from State Representatives Holly Cheeseman and Irene Haynes
- c. Update from Salem First Selectman Ed Chmielewski

First Selectman Chmielewski thanked the Commissioners for their hard work and commended them on a successful second Roundtable meeting, which included representatives from the town's numerous brick & mortar and home businesses as well

as Town Hall staff and Economic Development Commission members. The next Roundtable discussion will be held on Tuesday, October 17, at 6:00 p.m. He believed that, by collaborating, businesses would excel further, especially during these difficult post-pandemic times. He commended the Commission's successful Christmas in July event, which received positive feedback. To date, two (2) Business Directories have been published and he looks forward to the production of a new 2024/25 Business Directory that includes advertisements and is mailed to every business and residence in Town. He reiterated his appreciation to Chairperson Beers and the Commissioners and looks forward to continuing working together with the Commission in their future endeavors.

It was noted that Senator Formica has retired and Senator Marx now represents the Town of Salem.

## **6. SALEM BUSINESS OUTREACH AND SUPPORT**

### **a. In-Person Outreach**

Chairperson Beers reported that this evening's First Selectman and Economic Development Commission Roundtable meeting included 16 (sixteen) business owners. Discussions included a wrap-up of the Christmas in July event, including an explanation of Recreation's Passport to the North Pole. The event also established the process for emergency management protocols for larger events. Former Selectman Hugh McKenney extended an invitation to the Commission for the upcoming Fall Harvest event at Mitchell Farms. The possibility of including an Open House and/or similar Passport-type activity for the brick-and-mortar businesses for either the Fall Harvest and/or Small Business Saturday was also suggested. The details can be finalized during their next meeting and a working group meeting may be organized during the interim to begin planning for the event(s).

The criteria for the proposed Salem Business Recognition Program, drafted by Commissioner Houchin, was provided to the Commissioners for review and discussion. The plan is to launch the program at their Small Business Saturday event. A link will be placed on their webpage inviting residents to nominate businesses. The Commissioners will determine a category/theme and select a recipient based on the nominations. A business would be recognized quarterly.

Chairperson Beers will be meeting with Burnett's Country Gardens regarding the Small Business Saturday event. The location can accommodate up to 40 (forty) vendors with 10' x 10' spaces. Set up can begin as early as 7:30 a.m. The details of the event will be determined following her conversation with them, including the hours, food vendors, and entertainment.

While the Mitchell Farm's Fall Harvest event will be further discussed with former Selectman McKenney, Chairperson Beers proposed the possibility of allocating funds to advertise the event, including Facebook boosts and signage. Commissioner Roderick suggested initiating the Passbook, as discussed during the Roundtable meeting, beginning at the Annual Applefest event.

Commissioner Lawrence volunteered to create an advertisement for the next issue of *Our Town Salem* promoting Mitchell Farm's Fall Harvest and Small Business Saturday events.

b. Welcome Packet – *no discussion*

7. **NEW BUSINESS** – *none*

8. **OLD BUSINESS** – *none*

9. **ADJOURNMENT**

**M/S/C: Smith/Lawrence, to adjourn the meeting at 8:19 p.m. Discussion: None. Voice vote, 5-0, all in favor. Meeting adjourned.**

Respectfully Submitted by:

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