

**TOWN OF SALEM
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
TUESDAY, OCTOBER 17, 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

ALSO PRESENT

First Selectman Ed Chmielewski

1. CALL TO ORDER

Chairperson Beers called the meeting to order at 7:17 p.m.

2. PLEDGE OF ALLEGIANCE

3. APPROVE MEETING MINUTES:

a. Tuesday, September 19, 2023 Regular Meeting

M/S/C: Lawrence/Roderick, to approve the September 19, 2023 Economic Development Commission Regular Meeting Minutes, with the following amendments:

ABSENT

John Houchin, Vice Chairperson

~~Alexandra Marsh, Alternate~~

Item 6(b) Update from State Representatives Holly Cheeseman and Irene
~~Haynes-Haines~~

Discussion: None. Voice vote, 4-0, all in favor.

4. CORRESPONDENCE

- a. A copy of an e-mail from Town Clerk Linda Flugrad regarding the 2024 Regular Meeting Dates

5. PUBLIC COMMENTS – *none*

6. SALEM BUSINESS

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

Chairperson Beers reported that she had the pleasure of meeting Representative Haines who plans to attend one of their future meetings and looks forward to assisting the

Commission in their endeavors. Representative Cheeseman is in the midst of celebrating her recent nuptial and looks forward to continuing to support their efforts.

First Selectman Chmielewski reported that he, too, has had the opportunity to speak with Representatives Cheeseman and Haines regarding the Commission's work and community outreach efforts. They both vowed to support the Commission, the town's small businesses, and the town, as a whole. They also congratulated the Commission on their successful Christmas in July event and First Selectman & EDC Roundtables and expressed their support for and hopes to attend their upcoming Small Business Saturday event. He congratulated and commended the Commission on their teamwork and efforts. He noted that their Christmas in July event established some of the best practices and Standard Operating Procedures for future events. He is looking forward to working with the Commission on their upcoming Small Business Saturday event and was happy to hear the business' success stories as a result of the Christmas in July event. He also looks forward to working with them on the 2024/25 Business Directory. He thanked the Commission for their hard work, adding that their efforts make his life and job easier and worthwhile.

6. SALEM BUSINESS OUTREACH AND SUPPORT

a. In-Person Outreach

Most of the Commission's outreach efforts have taken place through their monthly Roundtables. After the election and holiday season, their goal is to concentrate on the Quarterly Awards, 2024/25 Business Directory, introduce themselves to the community, and increase their support of local businesses.

An advertisement seeking nominations for the first Quarterly Business Award for excellence and their contributions to the community will be placed in the winter issue of *Our Town Salem*. The nominations should also include a reason for the nomination. The winter issue is scheduled to be mailed in mid-December. The call for nominations will be posted on social media, e-blasted, available at Town Hall, and posted on the website. The ad in *Our Town Salem* may also include an appreciation to all of the businesses and patrons who have participated in and/or supported their events.

Commissioner Smith stated the need to gain more feedback from the businesses and residents who are not available to attend their meetings and/or events.

b. Welcome Packet – no discussion

7. SMALL BUSINESS SATURDAY

a. Signage Budget

The Commissioners agreed to purchase a large banner for the round-a-bout and a limited number of large lawn signs to be strategically placed throughout the Town.

Commissioner Smith will investigate the possibility of utilizing the large digital sign that is used for Emergency Services/Public Works to advertise the event.

M/S/C: Smith/Roderick, to allocate an amount not to exceed \$1,000.00 for advertising, signage, and incidentals for the Small Business Saturday event. Discussion: None. Voice vote, 4-0, all in favor.

b. Vendor Update

Seven (7) to eight (8) vendors have signed up for the event, to date, and several applications have been sent to local businesses who have inquired about the event. Discussion ensued regarding an application that was received from a vendor based in Hebron. Because the purpose of the event is to promote Salem businesses, the Commissioners discussed the possibility of allowing out-of-town vendors. Chairperson Beers will consult with Burnett's Country Gardens before making any final decisions.

The Commissioners agreed to not host a raffle as part of the event.

8. NEW BUSINESS

The possibility of holding the First Selectman & EDC Small Business Roundtable on another day or earlier in the evening so that it does not conflict with their regular meeting was raised.

Commissioner Smith encouraged the Commissioners to think of ways to gain additional contacts to help promote the event and gain additional vendors. Commissioner Roderick suggested inviting a DJ, hosting a Santa Claus, or Touch a Truck activity to encourage people to attend the Small Business Saturday event. Invitations will be sent to all of the Christmas in July vendors and through punchbowl.com. Concerns were raised regarding the delayed publication of *Our Town Salem*, which advertises their events.

9. OLD BUSINESS – none

10. ADJOURNMENT

M/S/C: Smith/Lawrence, to adjourn the meeting at 8:19 p.m. Discussion: None. Voice vote, 4-0, all in favor. Meeting adjourned.

Respectfully Submitted by:

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