

**TOWN OF SALEM
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
TUESDAY, JUNE 26, 2023, 7:00 P.M.
HARRIS BROOK TRAIL, MUSIC VALE ROAD
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
Steven Shelley

ABSENT

Victoria Knopf
John Gilbert, Alternate
Alexandra Marsh, Alternate

CALL TO ORDER:

Chairperson Beers called the meeting to order at 6:34 p.m.

1. PLEDGE OF ALLEGIANCE

2. APPROVE MEETING MINUTES:

- a. Tuesday, May 16, 2023 Regular Meeting

**M/S/C: Houchin/Shelley to approve the May 16, 2023 Economic Development
Commission Regular Meeting Minutes. With the following amendment:**

7(a) paragraph (4) duplicates paragraph (3)

Discussion: None. Voice Vote 3-0

3. CORRESPONDENCE – *see Number 5 C*

4. PUBLIC COMMENTS – *see Christmas in July Update*

5. SALEM BUSINESS

- a. Update from Senator Paul Formica and Martha Marx - none
- b. Update from State Representatives Holly Cheeseman and Irene Haynes - none
- c. Update from Salem First Selectman Ed Chmielewski

First Selectman Chmielewski expressed that he feels a lot of energy from the group and he's looking forward to working with the group. He's happy that we've met with the Rec department and feels that it is a great collaboration. He's glad we've been working with the Our Town Salem publication, and suggested that we appropriate up to \$2000 of our ARPA funds for business and advertising. He explained that the publication is having a hard time keeping Salem as a client because of business. He feels they do a very good job. He suggests that we use the \$2000 as a wrap up for our Christmas in July event – a thank you and summation of the event.

6. **ZONING MAP MODIFICATIONS** – *no changes. Remove from agenda for now, and revisit in October*

7. **SALEM BUSINESS OUTREACH AND SUPPORT**

a. In-Person Outreach

Chairperson Beers distributed a list of all the brick and mortar businesses that she's visited within the town as well as a contact person for the businesses listed

b. Welcome Packet

Chairperson Beers brought up a conversation about the “Neighbor to Neighbors of America” program that Deb Delorimiere is bringing in to Salem that she'd like our collaboration on. Commissioner Houchin talked about the link for the website. Stated that Agnes had written the introduction. We need to see if it's been updated on the website.

8. **CHRISTMAS IN JULY UPDATE -**

The EDC had a short collaborative meeting with the Rec department prior to the commencement of the EDC Special meeting. Chairperson Beers updated the commission with the cost for signage. It was suggested to use Facebook to boost posts. Kathleen Roderick has done it in the past, and feels it is effective, and that we can gain exposure to between 3-500 people on a daily basis. It was discussed that this would be a good way to engage people outside of the immediate Salem area. It was determined that Chairperson Beers should reach out to the Resident State Trooper to see if additional security measures need to be put in place with respect to traffic, etc. It was discussed that the signs should be placed 2 weeks prior to the event. There is some concern that there may be too much of a draw, in which case we will need volunteers to assist with parking. Commissioner Shelley to reach out to the fire marshal for parking spaces. It was determined that if we have in excess of 500 attendees, we will need additional porta potties.

9. **BUDGET UPDATE**

M/S/C: Shelley/Houchin, to allocate an amount not to exceed \$500.00 for additional porta-potties to bolster the Recreation Commission budget. Discussion: Reach out to

Uncas Health to see what's recommended . Right now we have enough for 200 people. Voice vote, 3-0, all in favor.

M/S/A: Houchin/Shelley, to allocate an amount not to exceed \$2,000.00 for advertising for the Christmas in July event. Discussion: Commissioner Shelley asked Commissioner Houchin to amend the motion and increase the amount to \$2,500.00.

M/S/C: Houchin/Shelley, to allocate an amount not to exceed \$2,500.00 for advertising for the Christmas in July event. Discussion: The increased budget includes Facebook boost posts, as well as all of the signage and banners for the event. Signage placement includes but is not limited to the roundabout, Community Park, Town Hall, Library, corner of Rte. 82 and Rte. 354, outside the campgrounds, corner of 354 and Witter Rd., corner of Rattlesnake and rte. 85, exit ramps of Rte. 11 and Rte. 2 in Colchester, corner of rte. 156 and rte. 82, corner of rte. 163 and rte. 82, at entrance to dump, Rte. 161 and Rte. 85, front of Salem School, Rte. 354 and Rte. 85 Colchester or as allowed. Additional signage to be placed at pivotal points. Voice vote, 3-0, all in favor.

Our Town Salem Budget: Commissioner Shelley recommended to delay voting on this until July

M/S/C: Houchin/Shelley, to allocate an amount not to exceed \$300.00 for materials, including paint, stakes caution tape, etc., for the Christmas in July event. Discussion: None. Voice vote, 3-0, all in favor.

M/S/C: Shelley/Houchin, to allocate \$250.00 for the band, Sidetracked, for the Christmas in July event. Discussion: None. Voice vote, 3-0, all in favor.

10. NEW BUSINESS

Layout for Christmas in July event distributed. Spots for food trucks are 20'x20'. Vendor spots are 15'x15' in a semi circle. See attached. Commissioner Shelley recommends labeling the vendors and space numbers. Verbiage to be added stating roughly 15 x 15. Commissioner Houchin suggests a B/W handout with flyer. Kathleen Roderick submitted the updated flyer for both signage and to put around town.

11. OLD BUSINESS

12. ADJOURNMENT

M/S/C: Houchin/Beers, to adjourn the meeting at 7:43 p.m. Discussion: None. Voice vote, 3-0, all in favor.