

**TOWN OF SALEM
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
TUESDAY, OCTOBER 25, 2023, 3:00 P.M.
BURNETT'S COUNTRY GARDENS
380 NEW LONDON ROAD, SALEM, CT**

PRESENT

Melissa Beers, Chairperson
Amanda Lawrence
Kathleen Roderick
Michael Smith

ABSENT

John Houchin, Vice Chairperson

CALL TO ORDER

Chairperson Beers called the meeting to order at 3:00 p.m.

1. DISCUSS LAYOUT FOR EVENT ON 11/25/23

The Commissioners discussed the layout for the event with a representative from Burnett's Country Gardens. The event will take place in the loosely covered area adjacent to the main building. The area will be wide open and the Commissioners may come before the date of the event to chalk the floor and test the power plugs. She recommended that the vendors park inside the grounds, opening the main parking area for the attendees. The food trucks may park outside the two large doors or in front of the building; they may also park under the canopy if it is safe to do so. Vendors may enter through one of the large doors to bring in their equipment to set up their booths. While the outdoor heaters will be turned on to cut the chill, vendors were recommended to dress appropriately. The Commissioners were invited to attend and view the layout of the Hobbit Harvest and Farmers Market Craft Vendor event on Saturday, November 11, from 11:00 a.m. to 4:00 p.m.

Signage may be placed and a large digital road sign may also be parked along the road advertising the event. The event will also be posted on their marquis and blackboard. Chairperson Beers provided promotional flyers and copies of the vendor agreement form that may be distributed. The event will also be included in Burnett's weekly newsletter.

2. DISCUSS VENDORS:

a. Inquire with Burnett's about Out-of-Town Vendors

A contact list of the vendors who sell items in the store will be sent to Chairperson Beers. Because the event is sponsored by the Commission, Burnett's Country Gardens was agreeable with Salem-based businesses taking priority over out-of-town vendors, especially in the case of competing vendors.

b. Vote on Whether or Not to Allow Vendors from Out-of-Town

M/S/C: Smith/Roderick, to set the deadline of November 1, 2023 for Salem-based businesses and open the registration to all vendors, regardless of location, thereafter. Competing vendors will also be waged. Discussion: None. Voice vote, 4-0, all in favor.

3. BUDGET FOR EDC BOOTH ENHANCEMENT

M/S/C: Smith/Lawrence, to allocate an amount not to exceed \$100.00 to purchase signage and a tablecloth for the Applefest event. Discussion: None. Voice vote, 4-0, all in favor.

4. VOTE ON CHANGE TO Q3 AD FOR OUR TOWN SALEM

M/S/C: Smith/Roderick, to approve the revised advertisement for the Fall issue of *Our Town Salem*. Discussion: None. Voice vote, 4-0, all in favor.

5. VOTE ON AD FOR Q4 OUR TOWN SALEM

M/S/C: Roderick/Smith, to approve the ad requesting Nominations for the Quarterly Business Award for the Winter edition of *Our Town Salem*. Discussion: None. Voice vote, 4-0, all in favor.

6. NEW BUSINESS

The Commissioners continued their discussion regarding the event. Other ideas included: hiring a DJ and offering a selfie station with Santa Claus. Burnett's Country Gardens will also have background music playing in the store proper. Vendors will be encouraged to decorate their booths with holiday decorations and visitors will be welcomed to vote on their favorite booth on the survey form. First, second, and third-place ribbons will be provided to the winners. Stamps for the passport, similar to the Recreation Commission's Christmas in July event, will be purchased to encourage visitors to visit all of the booths. Attendees who complete the survey and vote for their favorite booth may enter a giveaway for a modest gift card.

Signage for the event was briefly discussed. Chairperson Smith reported that the prices for the lawn signs have increased. She will also be contacting the vendor regarding being inadvertently charged for 30" x 48", rather than 30" x 36", signs for the Christmas in July event.

The Commissioners agreed to boost their Facebook post regarding their call for vendors.

7. ADJOURNMENT

M/S/C: Roderick/Smith, to adjourn the meeting at 3:31 p.m. Discussion: None. Voice vote, 4-0, all in favor. Meeting adjourned.