

Cornwall Economic Development Commission

EDC Meeting

Minutes 3/12/19

AGENDA

Janet Carlson called the meeting to order at 9:05am. In attendance- Janet, Jacque, Kate, Simon, Richard Sears, Richard Bramley, Gordon, Priscilla

Guest/Presentation

Janet introduced the Commission to “hard-working” Felicia Jones who is interested in being hired as EDC Consultant.

Nutshell (she has a powerpoint presentation by request) Public Health and biotech Silicon Valley startup background. Understands data and sophisticated financial tools. EDC Director for Falls Village, she’s committed to using local resources to create economic opportunities. What cottage industries can we develop? Housing deficit must be considered. Suggests strategically planned EDC, with microenterprises, job training. Would be wise to use pop up to hold workshops, skill enhancement training. Community based from bottom up. Guiding principles: decrease costs, asset consolidation, increase labor, and create jobs, financial management. Also improve quality of life with arts and culture events, and healthy environment. Cornwall needs a place that people want to “hang.” Truly consider what’s missing then encourage those businesses to come here. Goals would include values, economic stretch Need measurable results. Where are residents going and why? Keep the money flow in town. Task force groups, town beautification pop up events, recreational activities are a draw. Take advantage of the bridge tourism! Take advantage of creative funding

sources and economic tools such as a revitalization zoning program or ED Corporation. Proposed fee + 10%. Terms to be discussed. In FV she receives a stipend and meets once a week with selectman.

Reports

- Kate - treasurer's report: Confirmed \$4,195 in budget, \$175 in activity fund for a total of \$4370. Get back to Todd re: fundraising letter for upcoming events.

- Gordon - P&Z: Town Plan survey had 300+ responses. Confirmed housing option concerns, need young people and consideration for older population such as allowing downsizing, rental opportunities. Affordable / Attainable housing. Proposals are coming in from various subcommittees with innovative ideas. Want to support existing businesses, attract new, preserve land but provide diversity in accommodation options.

- Gordon - Septic: Todd is away but GR explained there would be a letter going out soon regarding sites, financing and scope. He's hoping to get a town wide vote this summer.

- Janet & Jacque - marketing: Janet is meeting with Mike at school about upcoming CCS social media campaign that aligns with the town effort. Jacque is working on graphics and the concept of promoting the possibilities of life / work bridge in Cornwall. CCS matching budget for media buy. Branding "look" will tie together and begin late April or May when families are looking at schools, visiting for the summer and people are in the area. Should set trackable goals, number of students / families relocated and or businesses opened.

- Gordon - housing: Subcommittee is looking at multiple goals, creative housing solutions such as lot size restrictions, allowing multifamily dwellings, etc. Gordon is also speaking with a few interested private developers. State and federal funding is shifting so regulations must take into consider innovative approaches to meet needs.

Unanimously voted to keep Janet as Chair, Priscilla as VP, Jacque as Secretary, Kate as Treasurer.

Unanimously voted to hire Felicia as EDC Consultant.
Need to set terms of contract and expectations / goals / meeting schedule.

Approved \$1500 for social media buy, town social media campaign.

Simon requesting \$875 for Mohawk event.

Unfinished Business

- Co-working space
- Simon & Bianka biz event
- Approve February Minutes
- Todd fundraising letter
- Revisit goals after Felicia assessment

Adjourned, 10:10 am Next meeting is April 9th at 9am.