

Cornwall Economic Development Commission

EDC Meeting

Minutes 09/11/18

AGENDA

Janet Carlson called the meeting to order at 9:03am. In attendance- Janet, Jacque, Richard Sears, Richard Bramley, Simon, Kate and Gordon. Adela from the Cornwall Country Market sat in as a guest.

1 piece of communication from Mike Croft (CCS) commending social media effort and results. Enrollment is up, discussed further under marketing.

Reports

- Todd - (septic) Not in attendance but he emailed the committee. There is a plan to continue researching alternate locations and systems. Next moves are not ready to be presented nor is the project dead. The study group will continue to meet. Janet mentioned Norfolk' s septic upgrade and grant.
- Gordon (P&Z) Working groups met during the summer on various aspects of the Town Plan. Agribusiness, revisiting zoning regulations, innovative housing development, rental possibilities, tourism, trails and lot requirements all under consideration. The hope is to have plans in place to move up the ladder once there' s agreement.
- Jacque & Janet (Marketing) The CCS social media campaign focusing on choice and targeting business people with kids was a success. That along with a lowered tuition rate has brought

enrollment to 96. Mike C. reported over 40 inquiries for more information and or tours.

Soft Launch of updated EDC website. Still working out kinks but eventually it will point to town site, relevant social links and be updated with events. There is a chance for greater exposure to Cornwall's offerings as it becomes part of the larger Discover Litchfield Hills network. Jacque suggested that members of other orgs, committees, boards and businesses be invited to post on Civic Lift. Perhaps Evan can present. The @explore_cornwall_ct is gaining new followers every week. The account is linked to explore Facebook page as well.

- Kate (business directory) - She has created a 4x9 booklet with business categories. Unfortunately, hard drive crashed but hopes to print soon and get a copy to Cara to update the Cornwall site as well. Janet will send Explore branding materials.

There will now be Trivia Nights at Pearly's supporting the Child Care Center. The first event will be held on the 26th. A flyer is available and Jacque will post to ig Stories and alert Mike Croft to share in the newsletter. We hope it is successful and recurring.

- Janet reminds us all to support West Cornwall businesses while the bridge is closed for repairs.

Also, the Bend Project passed. Yay!

New Business

- Richard Sears updated us on the popular kiosk brochures and asked permission for a second printing. EDC approves. Jacque seconded, Motion passed. He also asked if Secretary Jacque would send out minutes and request in additions to the agenda. She agreed to do so the week before the next meeting.

- Simon - The Library will be celebrating 175th w anniversary with a town party on Feb 16. Asked if anyone knows where to locate more

archives.

- Guest Adela updated us on the former Pottery building. They are hoping to finish construction / remodeling in the upcoming month. The current idea is for the space to become a one stop shopping center, like a mercantile. Natural food, health, beauty and the like, similar to a Sapersteins meets VT Country store.

Unfinished Business

- Consider inviting business people, also to hear from Mohawk and Trinity
- CCS site fixes, additions and CivicLift invite
- Winter promotion

Adjourned, 9:55 am