

Cornwall Economic Development Commission

## EDC Meeting Minutes

09/28/21 @ 7:30 p.m.

Via Zoom

The meeting was called to order at 7:31 pm. In attendance was: Janet Carlson (Chair), Priscilla Pavel, Bianca Griggs, Lee Pryor, Duncan Webb, Arnon Fisher, Jane Herold, Jonathan Berry, Richard Bramley, Richard 2021. Gary Steinkohl and Caroline Nastro attended as guests. Minutes from the June meeting were approved.

Presentations - Bill McClane - Holiday 2021 plan/budget

- discussion about a 'meet Santa' first Saturday of December
- this can be a less crowded/Covid compliant alternative to other similar events in Torrington
- give out flyers about where to buy local presents
- revenue opportunity? Macy's charges for photo/Torrington charges to enter
- \$1200 budget for Santa

### Reports

1. Treasurer's Report: \$6,195 to spend for 2021.
  - We need to begin process for 2022 budget
  - Couple of things that Janet wants to do
  - Vote is in October so need to get that organized and presented in next meeting
2. P&Z, Water & Septic
  - Priscilla: have had to delay public comment about septic as the budget has been held up. Won't know probably December or later so holding off until Spring
3. Promoting Cornwall - Tourism Campaign report
  - "You haven't been everywhere until you have been here"
  - organic media (not paid) campaign
  - Each post reached over 500 people with over 100 likes, and share on each
  - The covered bridge image gets the most attention
  - Would like to do another round, perhaps with paid advertising and come back with a budget
4. Housing updates
  - no new news
  - forum in Oct.

Unfinished Business

- Buy/Hire Local Campaign (Dee)
- Highlight one local vendor a week on organic and paid social media with an offer (discount, bogo etc) to that person's offering. Maybe do this in concert with the Cornwall website and Cornwall Chronicle to get more coverage. Can be measured with proof of effectiveness being measurement of people going to vendors with discount offer the week of coverage; also vendor satisfaction with the program

#### New Business

- Approved additional map update budget (\$109.65)
- Filled kiosks with map. Updated poster as well which is the budget above
- Mission review: Mission is to attract new business and support existing businesses

#### New ideas discussion

- Where is the list of current businesses?
- There is a listing of businesses on Cornwall site and is updated
- Who gets to decide what kind of business we want to attract?
- What are the businesses that will drive economic development?
- Have another discussion about this

#### Public Comment:

- We had one person speak during public comment, Caroline Nastro. She did not feel the time allotted was enough time for her to speak.

Work on budget for next meeting

Motion to adjourn: Arnon motion to adjourn; Jane seconded

Announcements Next meeting is October 26th at 7:30 pm.