

Cornwall Economic Development Commission

Meeting Minutes for 5/24/2022 @ 7:30 p.m. Via Zoom

In Attendance: Bianka Griggs, Simon Hewett , Gary Steinkohl, Duncan Webb, Janet Carlson (Ex Officio), Oscar Anderson, Richard Bramley, Mare Rubin, William McClane ,Gordon Ridgway (ex officio) , Priscilla Pavel (ex officio) Jane Herold , Richard Bramley , Guests were Neil Frauenglass , Nick Daifotis , Richard Griggs , James and Idella Shepard

The meeting was called to order at 7:32

1. Minutes from the April meeting were approved with noted changes
2. Consistent with the EDC's desire to hear from local businesses, James and Idella Shepard from Cornwall Country Market presented their views on running a business in Cornwall Bridge, how the EDC might better support their business, and the economic state of Cornwall Bridge in general. Wondered whether the EDC facilitate a periodic meeting of local businesses. Felt Cornwall bridge and West Cornwall, which sometimes felt in competition, should work together. Expressed their view that Cornwall Bridge sometimes felt overlooked by EDC. Emphasized the need for patronage by the Cornwall community, particularly during the slower Winter months.
3. Treasurer Gary Steinkohl presented a review of the current budget (\$1,109 unspent) and how it has been spent, and what is proposed for the coming year. Bianka reported on proposed expenditures, including maps, the realtor brochure holder, the print ad in Rural Intelligence and the website. Gary also reported on the plan for wi-fi in Cornwall Village and prospective costs to implement, working in partnership with the library. Costs for a repeater in West Cornwall are to be determined. In Cornwall Bridge, wi-fi service and budgeting are still to be determined. Gordon suggested that an "Activity Fund" financed by local businesses had once been set up to augment Town-granted EDC funds. Neil shared images of the coming ad in Rural Intelligence. A motion was made and passed to approve expenditures discussed during the meeting, which are expected to fully utilize the remaining balance.
4. Oscar Anderson reported on his pursuit of Cornwall data and noted that there is wide demand for such data, hopefully leading to a more holistic approach to gathering and sharing information within the Town. It was reported that 2020 Census population data would not be available until 2023, Gordon affirmed plans to collect and integrate more data points.
5. Neil Frauenglass was nominated as an Honorary Member of the EDC. A motion was made and passed.
6. Gordon Ridgway reported on work of the housing group, as well as advancing plans for wastewater in West Cornwall, with meetings in June and a vote coming in July. The Town is still pursuing fiber optic cable with Optimum. Gordon stated his view that Cornwall needed town-wide events.
7. Neil shared a presentation on marketing approach, including 2022 marketing objectives, core brand attributes and an approach to different marketing channels covering owned, paid and earned initiatives.

8. A plan for bringing back Cornwall Days was discussed as a new EDC initiative, also covering how that plan might be announced and shared in the community. Money for a potential insert in the July issue of the Cornwall Chronicle was approved pending approval of wording around what that concept might be.

The next meeting will be on June 28th at 7:30pm, via Zoom.

The meeting was adjourned at 9:38PM