

Cornwall Economic Development Commission

Meeting Minutes for 2/22/2022 @ 7:30 p.m. Via Zoom

In Attendance: Simon Hewett, Bianka Griggs, Gary Steinkohl, Jane Herold, Duncan Webb, William McClane, Oscar Anderson, Richard Bramley, Janet Carlson (Ex Officio), Priscilla Pavel (Ex Officio)

Guests: Bill & Nancy Berry, Neil Frauenglass, Richard Griggs

The meeting was called to order at 7:33

Minutes from the January meeting were approved.

Neil Frauenglass made a presentation to the Commission on social media marketing opportunities, framed as the beginning of a conversation. Members of the Commission asked questions of Neil and discussed ideas emerging from the presentation.

Recommendations included celebrating individuals and creating “new” news.

There is also a need for more video content on Facebook pages.

Neil, Jane, Bianka, Janet and Mare have identified 140-150 local businesses.

Bianka submitted for approval the cost of printing two adhesive outdoor posters promoting the history of Cornwall. There was a discussion of what might be included on the posters, including web addresses. The total was \$ 344.58. The expenditure was approved. A draft version of the poster will be shared with EDC members.

There was a discussion on the challenges of finding EDC pages on Town website. Suggestions have been relayed to the Website Committee. Jane will follow up.

Priscilla reported on a new Cornwall real estate listing.

Janet reported on health and wellness issues in Cornwall, including the possibility of bringing mobile units to Cornwall and leasing space for physical therapy.

EDC members agreed to work on specific 2022 goals as follows:

1. Continue to execute the Buy/Hire Local campaign launched in 2021 - Bianka
2. Develop free wi-fi in Cornwall Village – Gary
 - EDC may be able to reimburse Library for its hot spot installation.
 - Simon, who is on Library Board was tasked with finding out the cost of extending wi-fi to the Farmers’ Market area.
 - There is a need to let people know where the Optimum hot spots in Cornwall are. Map?

3. Develop Spring and Summer Events - Mare
4. Support BOS in attracting new businesses/residents to Cornwall
 - a. Support the Town website – Gary & Jane
The library is not incorporated into the Explore Cornwall website, and fishing is not emphasized
 - b. Create a strategy and tactics for the Explore Cornwall social media – Jane & Mare, with help from Neil
 - c. Purchase social media advertising to attract tourists and potential buyers – Mare & Neil
 - d. Develop report of key local economic indicators – Oscar
Janet to see what local economic data can be had from BOS.
5. Improve connectivity in Cornwall, including cell and fiber – Gary and Simon
Optimum plans to install 3 cabinets in Cornwall.

Bill reported on a possible tennis tournament in Cornwall this coming summer. Further efforts will be coordinated with Parks and Rec.

Bianka shared a comment received from a resident on the lack of local representation on the Western CT Tourism District. Bianka will investigate further and report back, potentially with assistance from Mare.

Nancy Berry endorsed Neil's presentation on social media and further commented on the all of the important service providers here in Cornwall, who should not be forgotten.

It was noted that Cornwall was not represented on the Western Regional Tourism District of CT

The next meeting of the EDC will be on March 22nd at 7:30pm by Zoom.

The meeting was adjourned at 8:59PM