

# Cornwall Economic Development Commission

## Meeting Minutes for 4/26/2022 @ 7:30 p.m. Via Zoom

In Attendance: Bianka Griggs, Simon Hewett , Gary Steinkohl, Duncan Webb, Janet Carlson (Ex Officio), Mare Rubin, Arnon Fischer, William McClane, Gordon Ridgway (ex officio) Janet Carlson (ex officio).

Guests: Neil Frauenglass, Richard Griggs, Nancy Berry, Michelle Shipp

The meeting was called to order at 7:32

1. Minutes from the March meeting were approved.
2. Update as to representation on Western Connecticut Tourist Board: Bob Ensign is not able to continue, so we may now proceed with appointment of a new representative. Gordon will start that process.
3. Report of Selectman Gordon Ridgway covered waste water project, with vote scheduled for 7/9. Also working on collecting benchmarking data. Cornwall mentioned in recent Visit Connecticut TV segment alongside Saybrook and New Haven as a charming town to visit.
4. Report of Selectman Janet Carlson: Our High School named one of top 20 in the State. Mobile health care starts in West Cornwall on 5/4 and then on following Wednesdays .
5. Continue to execute the Buy/Hire Local campaign launched in 2021: Bianka reported on working with Neil on increased use of social media. Will also be putting QR code stickers on current posters. Also reported on Rural Intelligence doing a print version. Jane's report on the website committee work was also noted.
6. Develop free wi-fi in Cornwall Village: Gary reported on discussions with Library and their service provider. There are options on how to upgrade service to cover the Green, which were discussed. Library board open to options. Gary to advance these discussions. Motion approved to allocate funds to the effort. Bianka proposed upgrade of wi-fi service in W. Cornwall. Gary will investigate. Options for Cornwall Bridge should also be considered.
7. Develop Spring and Summer Events: Plans for the 12 Days of Christmas and a Spring/Summer event updated by Mare. Events Subcommittee has met twice, setting goals and developing ideas.
8. Recognition that EDC is a facilitator rather than a producer of events.
9. Support BOS in attracting new businesses/residents to Cornwall.
  - a. Purchase social media advertising to attract tourists and potential buyers: Neil is to develop a new integrated marketing plan. Gary endorsed the need for the plan. William noted need to pay for Neil's extensive creative services.
  - b. Improve connectivity in Cornwall, including cell and fiber: Gordon reported on dialogue with Optimum, ideally to include a region-wide meeting. Questions are to be emailed to Gordon.
  - c. A fly shop for Cornwall: Duncan reported on discussions regarding a potential pop-up fly shop.
  - d. Bianka asked for a motion to approve spending of \$38 on new realtor brochure holders. Motion passed.
  - e. Neil suggested that a note go to the Chronicle saying that the dot com website is now live.

Next meeting is on May 24th at 7:30pm by Zoom.

The meeting was adjourned at 8:31PM