

NOTICE OF MEETING

TOWN OF MONROE - ECONOMIC DEVELOPMENT COMMISSION

MONROE TOWN HALL (Wednesday May 27, 2015)

Commenced 7.09pm

In attendance: Jeanette Politano, Karin Wynkoop, Jerry Stevens, Theresa Rotella, Matt Levinson and Steve Vavrek

Not in attendance: Davinder Heslin and David Garofalo

Minutes:

- I. **Review and Approval of Minutes, May 2015**
 - a. Commissioner Stevens made motion, Commissioner Rotella “second it”
- II. **Correspondence**
 - a. Received contract template to utilize Fireman’s field, the hosting of town events
- III. **Public participation**
 - a. None
- IV. **Chairman’s Update**
 - a. Announced resignation of Commissioner Heslin and actively recruiting to fill vacancy
 - b. Deep dive into the businesses moving into Monroe and EDC’s active participation in welcoming each of them.
- V. **First Selectman’s Update**
 - a. Discussed Commissions need to participate and engage with adjacent groups (i.e. Town Council/P&Z), aligning goals forward
 - b. Reviewed in depth EDC’s digital strategy on Monroect.org, and discussed ways to deliver great content to any/all interested.
 - c. Re-introduced Commission to Social media reach (town Facebook/town EDC page) and town newsletter, over 3000 combined subscribers...
- VI. **Boards and Commissions Reports**
 - a. None
- VII. **Old Business**
 - a. Monroe Means Business, locked in the event date of October 15th and issuing payment of \$4000 to cover deposit
 - o Unanimous decision by commission
 - b. Engaged Jantris Marketing, for \$3500 dollars to host/operate every facet of the Monroe Means Business event (i.e. recruitment of businesses, securing of door prizes/awards and the marketing of event
 - o Unanimous decision by commission
 - c. Broker Event, moved until Spring 2016, beginning early planning stages

VIII. New Business

- a. Re-activate EDC phone number and e-mail accounts.
- b. Modernize EDC marketing materials
 - o Develop new digital content and visuals for monorect.org
 - o Update brochure
 - o Signage (i.e. new store opening/events)

IX. Meeting was adjourned at 9:08pm