

**ECONOMIC DEVELOPMENT COMMISSION
Monroe, Connecticut
REGULAR MEETING MINUTES**

Date 3/22/16 Time 7:00 pm Location Town Hall

PRESENT: Chairman – Jonathan Stone
Barbara Fahr
Brendan McKeon
Herman Olivera III
Teri Rotella

ABSENT:

A regular meeting of the Economic Development Commission was held on Tuesday, March 22, 2016 at 7:00 p.m. in Conference Room 204 of the Monroe Town Hall.

- I. Pledge of Allegiance & Roll Call: Meeting Called to Order at 7:04 pm.
- II. Swearing in of New Commissioners: Herman Olivera III and Brendan McKeon
- III. Summary of Freedom of Information: Town Clerk Vida Stone provided FOI training.
- IV. First Selectman's update
 - A. Expectations of Economic Development Commission 2016/2017
 - EDC - Focus on attracting and retaining appropriate mix of businesses with the goal of increasing employment opportunities, attracting skilled workers, increasing the tax base, providing the town with a stable economy while maintaining the character and charm of Monroe.
 - EDC Commissioners - To personally visit businesses, listen to businesses concerns and work with Town Departments and elected officials to address issues identified. Attend EDC meetings and use meetings and official processes to effect change.
 - Monroe is represented at Regional Development meetings.
 - Continue to promote new business openings in concert with Chamber activities.
- V. Special Elections
 - A. **EDC Chairman Appointment**
Motion: (B,Fahr)
Nomination of Jonathan Stone as EDC Chairman
Second: (T, Rotella)
Motion passed 5-0
 - B. **EDC Vice Chairman Appointment**
Motion: (J,Stone)

Nomination of Barbara Fahr as EDC Vice Chairman

Second: (B,McKeon)

Motion passed 5-0

C. EDC Secretary Appointment

Motion: (J,Stone)

Nomination of Herman Olivera III as EDC Secretary

Second: (B,McKeon)

Motion passed 5-0

VI. Chairman's Update

A. Jantris Marketing Presentation – Tricia Ferin provided overview of Jantris marketing capabilities and current EDC services provided. Capabilities: Graphics, event planning, website content and management, ecommunications. Services: Designing EDC's Ad for 50th Chamber Anniversary Edition, managing EDC's Constant Contact Account. Last newsletter produced was Jan. 2016.

B. CERC Training – State Program – Date to be determined for April or May for shared meeting with Town Dept. Representatives and EDC.

C. Change in April meeting date due to room conflicts

EDC April Meeting Date 4/27

Motion: (J,Stone)

April Meeting date to be set as 4/27 at 7:00 pm in Annex

Second: (B, Fahr)

Motion passed 5-0

D. Robert's Rules of Order reviewed and summary distributed.

VII. Correspondence

A. Correspondence from CT Economic Development Association dated 2/19/16

B. Town of Monroe Zoning Compliance Certificates for 2015 reviewed

VIII. Public Participation - none

IX. Old Business

- Review of 2016/17 Budget Presentation to Town Council and Board of Finance
- Hosting of affairs to attract and recruit new businesses.
- BRBC, Realtors and Developers
- Modernize EDC Marketing materials (i.e. signage)
- Expand commitment to social media, get local message out.
- Update EDC website content and visuals – Business Directory to include Monroe business info available through FOI.

X. New Business

- Formalize process and approach to increase commercial tax base

XI. Adjournment

Motion: (J,Stone)

To adjourn the meeting at 9:00 p.m.

Second: (T, Rotella)

Motion passed 5-0

Respectfully submitted,

Barbara Fahr