

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

**April 27, 2016– 7:00 PM – Council Chambers**

**Present:** Chairman Jonathan Stone  
Vice-Chairman Barbara Fahr  
Secretary Herman Olivera III  
Bruno Maini

**Absent:** Teri Rotella  
Brendan McKeon

**Also Present:** First Selectman Stephen J. Vavrek

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A regular meeting of the Economic Development Commission was held on April 27, 2016 at 7:00 p.m. in the Grand Room of the Monroe Town Hall.

**Pledge of Allegiance & Roll Call**

**First Selectman's update**

*\* Steve Vavrek shared with EDC that the current budget is low, but a new budget was passed and set for July 1, 2016*

**Chairman's Update**

CERC Training – State Program

*The 2 hour training will take place June 1, 2016 in the Grand Room*

Town Calendar- Need a volunteer

*\* We discussed ways to raise awareness via our existing social media platform and we managed to recruit a few volunteers in the EDC meeting.*

**Correspondence**

*NONE*

**Public Participation**

*NONE*

**Old Business**

**A.** Hosting of affairs to attract and recruit new businesses

BRBC, Realtors and Developers

\* *We proposed improved communication via direct e-mail, newsletter and social media platforms.*

**B.** Modernize EDC Marketing materials (i.e. signage)

\* *We are currently rebranding and touched up EDC logo and colors.*

**C.** Expand commitment to social media, get local message out

\* *It was agreed on that all members of EDC that have administrative access will contribute posts and share photos and videos to raise awareness.*

**D.** Update EDC website content and visuals

\* *The existing web presence requires frequent updates to stay relevant visitors attention. Town wide events should be on one calendar.*

### **New Business**

**A.** Formalize process and approach to increase commercial tax base

**B.** Establish the proper procedure for Commissioners when dealing with prospective businesses.

\* *Steve Vavrek pointed out that planning and zoning is the first step into commercial land use. He will present us with a procedure manual outlining the steps for potential new businesses*

**C.** New programs- Wine week-Restaurant week

**D.** Marketing Review

**E.** Establish areas of town for Commissioner contact

**F.** New Traffic study Routes 111 and 25.

### **ADJOURNMENT**

With no further business, Chairman Stone adjourned the meeting at 9:00 p.m.

Respectfully submitted,

Herman Olivera III  
Secretary