

NOTICE OF MEETING

TOWN OF MONROE - ECONOMIC DEVELOPMENT COMMISSION

MONROE TOWN HALL (Wednesday August 26, 2015)

Commenced 7.11pm

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

Not in attendance: Commissioner David Garofalo

Minutes:

- **Review and Approval of Minutes, August 2015**
 - Commissioner Stevens made motion, Chairwomen Politano “second it”
- **Correspondence**
 - Received guidance on the relocation of businesses through 2015.
- **Public participation**
 - None
- **Chairwoman’s Update**
 - Requested and awaiting written notification of resignation by David Garofalo.
- **First Selectman’s Update**
 - Recruiting of “2” additional Commissioners to build out team, support critical goals.
 - Reviewed businesses coming into town in 2015, best ways to welcome and support.
 - Evaluated communication strategy and discussed upgrading digital content and continuing to invest and leverage social media to get message out.
 - Discussed Commissions need to actively participate with adjacent groups aligning goals forward, Planning & Zoning next on list.

- **Boards and Commissions Reports**
 - None
- **Old Business**
 - Launch Living Local Nov. 2015
 - Engaging Jantris Marketing to begin recruiting 30 local businesses
 - Early stage planning to host multiple Community Events
 - Flea Market/Tag Sale (commit to theme/activities by 9/30), May 2016.
 - Hosting Commercial Broker Event 9/25, Elhers William Room (Edith Wheeler Library)
 - Sending out formal invitations to participate
 - Monroe Means Business Event 10/15
 - Recruit 20 businesses to exhibit
 - Confirm “category awards” supporting local businesses (i.e. longevity)
 - Send out invitations to the incorporated businesses in Monroe (1200)
- **New Business**
 - Modernize EDC marketing communication materials
 - Digital content for monorect.org (visuals)
 - Finalize newsletter, allowing EDC to communicate with its local residences and businesses (10/15 launch)
- **Meeting was adjourned at 9:15pm**