

NOTICE OF MEETING

TOWN OF MONROE - ECONOMIC DEVELOPMENT COMMISSION

MONROE TOWN HALL (Wednesday July 29, 2015)

Commenced 7.13pm

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

Not in attendance: Commissioner, Davinder Heslin and David Garofalo

Minutes:

- **Review and Approval of Minutes, June 2015**
 - Commissioner Wynkoop made motion, Chairwomen Politano “second it”
- **Correspondence**
 - None
- **Public participation**
 - None
- **Chairwoman’s Update**
 - Secured letter of resignation from Commissioner Heslin, awaiting written notification from David Garofalo. Begin engaging candidates to introduce First Selectman
 - Discussed Commissions need to actively participate with adjacent groups aligning goals forward, Town Council next on list.
 - Re-examined ways to improve EDC’s support of Corporations moving into town, but need better visibility by First Selectman (90 day advance)...
- **First Selectman’s Update**
 - None
- **Boards and Commissions Reports**
 - None

- **Old Business**

- Early stage planning to entertain multiple Community Events (i.e. flea market/tag sale) at Fireman's Field in Monroe, May 2016.
 - Formally commit to specific theme/activities by 9/30
- Hosting of Broker Event Sept. 2015
 - Confirm date and breakdown of activities by 8/26
- Launch Living Local Nov. 2015, understand how to best leverage towns resources to create awareness with its residences and best communicate message
 - Introduce Kyle Tanouye (CEO) –to First Selectman 8/18
- Jantris Marketing coordinating upcoming Monroe Means Business Event, on 10/15
 - Recruitment of (25-35) businesses to exhibit
 - Securing of awards (door prizes)
 - Promoting of event (invitations/awareness)

- **New Business**

- Davinder Heslin to support EDC marketing initiatives, specifically SOCIAL MEDIA
 - Unanimous decision by commission
- Reactivate EDC slot in mailroom
- Modernize EDC marketing communication materials
 - Digital content for monorect.org
 - Brochure
 - Event signage
 - In development of a newsletter, allowing EDC to communicate with its local residences and businesses (launch in early October)
 - Submit content to Jantris by 8/26

- **Meeting was adjourned at 8:38pm**