

Town of Stonington
Economic Development Commission
Meeting Minutes for November 8, 2012
Human Services Building 7:00pm

Attendance: Blunt White, Robynne Madison, Amy Arruda, Ed Hart, Wendy Bury, Ed Planeta, Peter Glankoff

Absent: Paul Burgess, Dan Oliverio, Les Bray

Call to Order: 7:05pm

Approval of Prior Minutes: October 11, 2012

Motion: Blunt White

Second: Ed Planeta

Old Business:

Business Guide - Commission member Amy Arruda presented her work on creating a comprehensive summary of the numerous tax credits and incentives offered by the State of CT for business owners as well as potential new business owners. The table is near completion pending a few items that need to validation. This body of work will then be added to the EDC website as an add on to the Business Guide.

EDC Website – Commission member Arruda also briefed the Commission regarding the traffic on the EDC site. The site is now fully managed by the EDC and no longer supported by a third party. Amy had inquired to the third party consultant about the potential sources of increase traffic to the site which was outside of the normal monthly hits. To date there has been no response from the vendor although it was communicated that the Commission could still reach out to them with basic questions.

There were 532 hits in the past month. It is suspected that the increase is attributable to the addition of 'tags' to the site although it can't be easily traced as to where the inquiries are coming from. Commission member Wendy Bury suggested looking into how Google Analytics captured the counts for the site in the past. The numbers that were resulting from using that tool were much less than what we are seeing now.

Amy also reported that she had gone into the site and performed some clean up activities to eliminate dated material and update information that has aged but still relevant for the site.

Regional & Local Tourism – Commission member Peter Glankoff provided an update regarding regional tourism noting that the originally allotted budget for tourism is under review due to an imposed \$3.5M budget cut this fiscal year. There is nothing significant to report otherwise. The focus continues to be on the Mystic.org website. The Mystic tourism organization is also in talks with neighboring Newport tourism organizations regarding ways to join together and promote tourism in the area. Talks are leading to potential events such as professional cycling circuits running from Newport to Mystic, from which each town from start to finish can work to capitalize on having cycling and spectators come to their towns and spend some time exploring what the town has to offer.

POCD Update - Commission member Wendy Bury provided an update on the current state of the POCD revision. The Public Information Session was rescheduled to December 3rd. Updated information will be sent out by Keith Brynes. There is a planned pre-session during which online surveys

will be sent out to residents which will serve to collect information regarding what the residents feel are the key issues to address in the POCD. These issues are the key focus areas for the Town over the coming years which will help to preserve and shape Stonington into the vision our residents wish to see.

The committee for the POCD update project is currently working on updating the Open Space maps so that it can be clearly understood what properties have development rights, are to be conserved etc. This work will not be completed for the December 3rd meeting due to the extensive nature of the effort, but will be ready soon for review and inclusion in the 2014 POCD update.

Action Update- Previous Months New Business –

M-1 Proposal – Chairman Blunt White noted that the meeting to review the M-1 Proposal prepared by Glenn Chalder at PlanMetrics with Planning and Zoning is tentatively set for December 18th but may be moved to January 8th if the P&Z schedule can't accommodate the December 18th date.

Discussion was had by the EDC regarding the impact on areas that are being proposed to move from M-1 designation to M-2 designation in particular current open applications under review by P&Z that fall into any of the zones to be potentially changed. The conclusion was that a go forward decision would be made by P&Z on any open applications prior to EDC's presentation to P&Z on the M-1 designation change proposal.

New Business:

N/A

Adjournment: 8:55pm

Respectfully Submitted by: Robynne Madison

Approved 1/10/2013
Blunt White chairman