

**TOWN OF FARMINGTON, CT
ECONOMIC DEVELOPMENT COMMISSION
Special EDC Meeting**

****PLEASE NOTE THIS MEETING WILL BE HELD ONLINE ****

To access the meeting:
Please click the link below to join the webinar:
<https://us02web.zoom.us/j/84927338441>

Telephone Call in Information
Dial: +1 312 626 6799 or +1 646 558 8656
Webinar ID: 849 2733 8441

DATE: June 17, 2020
TIME: 5:30 P.M.
PLACE: **Online Webinar**

AGENDA

- A. Call to Order
- B. Public Comment
- C. MetroHartford Realty Presentation regarding Text Amendment to the Innovation Zone
 - (a) To consider giving a positive referral to TPZ for a text amendment
- D. Reading of Minutes
 - (a.) **May 6, 2020 (Attachment 1)**
- E. Economic Developer's Report (**Attachment 2**)
 - (a) Personnel update- Planning Dept.
 - (b) Business Breakfast Recap. Plans for Fall breakfast
 - (c) Rails to Trails Business Signage Initiative
- F. Town Council Liaison Report
- G. New Business
- H. Adjournment

cc: Economic Development Commissioners
Town Council Liaison
Kathleen A. Blonski, Town Manager
Paula Ray, Town Clerk
Devon Aldave, Administrative Clerk (by e-mail)

**TOWN OF FARMINGTON, CT
ECONOMIC DEVELOPMENT COMMISSION
Minutes
May 6, 2020**

DATE: May 6, 2020
TIME: 5:30 P.M.
PLACE: Zoom meeting

Present

Amy Suffredini
Bob Reeve
Rob Phillips
Phil Chabot
Dan Kleinman
Bill Wadsworth
John Karwoski
Ed Giannaros

Staff

Rose Ponte

a. Call to Order

a. Meeting was called to order by the Amy Suffredini at 5:30 pm

b. Public Comment- none noted

c. Welcome Phil Chabot

d. Reading of the Minutes

A motion was made and seconded (Chabot/ Karwoski) to accept the March 11, 2020

a. The motion carried

e. Economic Development Report

(a) Business Breakfast, June 4

The Business Breakfast will be held virtually as a Zoom webinar. Featured speakers will include Governor Lamont and Dr. Agwunobi, UCONN Health President. Questions will be submitted during the registration process. Registrants will receive a reminder email 1 hour before the event.

(b) Explore Farmington Sponsorship

Ion Bank submitted their interest to sponsor the Explore Farmington initiative. They have agreed to be the exclusive 2-year sponsor, the sponsorship includes the addition of the logo to the website's landing page, a monthly blog and a small business resource workshop.

(c) Summer Flowering Baskets

The Commissioners discussed whether to continue this program given the financial constraints brought by the COVID pandemic.

The consensus was to continue the program. Reasons to keep the program included

- The program's benefits are not diminished by COVID
- Donations have already been received; EDC should finish what they started
- The flowers promote a positive image for the town
- With so many changes, the flowers are cheerful constant in the community
- The flowers were ordered in January, we need to keep our word, and support a CT small business

(d) Business Survey Results

- 74 responses were received
- Consumer's expressed concerned for their safety
- Businesses' greatest concern was keeping their employees safe, and bringing consumers back safely

(e) COVID 19 Business Recovery Best Practices

Commissioners received the ICSC best practice presentation in their agenda packets. Rose used this as an example to illustrate some of the modifications that businesses will need to adopt once they reopen. Locally, the most important strategy has been to communicate clearly, and often, and both with the Town's businesses and the community. The Explore Farmington website has undergone modifications to include COVID resources, updated business listings, and suggestions to help businesses and residents.

f. **Town Council Report- Councilman Giannaros gave an update of the Town Council's COVID responses.**

g. Adjournment

A motion was made and seconded (Kleinmann/ Phillips) to adjourn the meeting at 6:45 PM.

a. Motion Carried.

**Respectfully Submitted,
Rose Ponte
Economic Development Director
CC: Economic Development Commissioners**

**Economic Development Director Report
May – June 2020**

Although I continue to work remotely, technology has allowed me to reach out to businesses via phone, zoom, and email. While there is nothing like a face to face meeting, today's technology allows us to stay connected and allows projects to continue. Here is a list of businesses contacts I've interacted with over the past two months.

1. Michael Schweighoffer, People's Bank
2. Dr. Ryan Trimble, Union Eyeworks
3. Kathleen Jannuzzi, and Chelsea O'Donnell, The Trunk Show
4. Larry Levere, Sentry Commercial
5. Courtney Yost, Bridge Healing Arts Center
6. LuAnn Ballesteros, Jackson Labs
7. Amy Cunningham, CT Health Council
8. Becky Nolan, Metro Hartford Alliance
9. Cindy Bombard, Central Chambers of Commerce
10. Luis Ballesteros, Hartford Marriott
11. George Psaras, Olive Bar
12. Sebby Milano, Winterberry Gardens
13. Evan Dobos, Civic Lift
14. Jim Calciano, Canal Trail Development and Farmington Storage
15. Greg Porter, Ion Bank
16. Rhonda Farmington Club
17. Susan Harworth, Harworth's Flowers
18. Avdulla Zhuta, Unionville Family Restaurant
19. Barbara Duffy, Kaoud Development
20. Gil Walton, Truffles
21. Kyle Richards, Metro Realty
22. Fernando Rosa, HEDCO
23. Rich Korris, Ion Bank development
24. PJ Cimini, Capitol Strategies
25. David Occhialini, 1 Waterville Road
26. Amy Vaillancourt, Tighe Bond
27. Amy Mosher, Governor Lamont's Office
28. Chris Hyers, UCONN Health

29. Lisa Roy, Jackson Labs
30. Pinar Ozit, Happiest Shop Ever
31. Tony Camilleri, Toro Loco
32. Jilly Beans Farmstand

Communications

Weekly Event Emails

Summer Business E-Newsletter

Business Breakfast Invitation

Jackson Lab' nomination for the Regional Science Health Awards

Media efforts: Farmington Patch Posts and Farmington Valley Press

Virtual Town Hall with Senator Slap – 4/26/20

Pulse of the Region Radio Show with David Griggs -5/7/20

Central Chamber's Highlighting pandemic response for Farmington 4/8/20

Virtual Events

CEDAS monthly board meetings

Heritage Alliance Meetings

Central Chamber's legislative meetings

Economic Roundtable meetings

SBA PPP loan webinar

DECD Reopening the Economy

CBIA – CT Back to Business

Metro Hartford Alliance, The New Marketing Playbook

DECD Commissioner Lehman, Reopening CT Economy, Sector Rules