

**TOWN OF HADDAM  
ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING  
COMMUNITY CENTER  
7 CANDLEWOOD HILL ROAD, HIGGANUM, CT 06441  
WEDNESDAY, 8 AUGUST 2018  
UNAPPROVED MINUTES  
*Subject to Approval by the Commission***

**ATTENDANCE**

X	Prem Aithal, Vice Chairman
X	Kate Anderson, Chairman
X	Mike Farina
X	David Fleig (Left at 7:33 p.m.)
X	Cindy MacNeil Sola, Chairman
X	Lori Maggi, Secretary
X	Megan Mularski (Left at 7:27 p.m.)
X	Lori Tharin
X	Robin Munster, EDC Coordinator
X	Bunny Hall Batzner, Recording Clerk

**1. Call to Order**

Ms. Anderson, chairman, called the meeting to order at 6:32 p.m.

**2. Pledge of Allegiance**

The pledge was recited.

**3. Approval of Agenda**

**Add:** under Item 8. New Business – Business of the Month.

**MOTION:** Lori Maggi moved to approve the 8 August 2018 agenda as amended. Cindy Sola second. Motion carried unanimously.

**4. Public Comment**

None.

**5. Approval of Minutes**

**MOTION:** Cindy Sola moved to approve the 13 June 2018 minutes as submitted. Prem Aithal second. Motion carried with Mrs. Maggi and Mr. Fleig abstaining due to absence.

**MOTION:** Lori Maggi moved to approve the 18 July 2018 minutes as submitted. Dave Fleig second. Motion carried with Mrs. Sola and Mrs. Tharin abstaining due to absence.

Mrs. Maggi thanked Mrs. Batzner for the great job she did on the 18 July 2018 minutes noting that the meeting was quite lengthy and that quite a bit of information was covered.

## **6. Old Business**

### **a. Mucket - Update**

**Statuses** - Ms. Anderson reported that contracts are still being worked through as well as payments. Mrs. Munster stated the check will be cut during the next check run. Mrs. Sola asked if the Agreement has been signed. Ms. Anderson stated it was an online Agreement and the document says it has expired; however, she has reached out to the fund raising company to obtain a new link in order to sign it. Ms. Anderson also stated she has asked who specifically should be signing the Agreement – someone from EDC or someone from the town. Ms. Anderson stated the check will be going towards the design fee.

**Children's' Book** – Mrs. Sola asked if the name of an illustrator has been found, as Jan Verney has a draft story written. Ms. Anderson stated the name of the illustrator who attended a program at Haddam Elementary School (HES) has been found. Mrs. Batzner stated his name is Bob Shea. Mrs. Sola stated Ms. Verney has indicated that a typical children's' book contains 32 pages – 16 written pages and 16 illustrated/photo pages. Mrs. Sola will contact Mr. Shea.

### **b. Market on the Green – Update**

Mrs. Munster stated she has a number of vendors for the upcoming Market and that the last Market is scheduled for Thursday, 27 September. Mr. Farina asked about potential holiday markets such as one during the Haunted House event. Mrs. Munster stated with the time change (getting darker sooner) she will need to discuss adjusting the time frame (opening/closing a bit earlier/later). A brief discussion followed in regard to holding the holiday markets in the Community Center and whether or not HES will be holding their fund raising event especially since the school will be closing. Ms. Anderson will reach out to the HES PTO president. Mr. Fleig asked when the last Market will be held. Mrs. Munster stated the last one is scheduled for September. Ms. Anderson stated the Commission is contemplating one in the fall to align with the Haunted House and possible two indoor Markets (November and December). Mr. Fleig stated in his opinion, markets are spring and fall.

**Community Calendar** - Ms. Anderson reported that Mrs. Maggi shared on Facebook that there are students from the high school who have started an online calendar that combines Haddam and Killingworth events. This is part of their Senior Project and they have obtained a grant through Youth and Family Services for it. The students can be reached at HKCommunityCalendar.org. Mrs. Maggi stated they are on Facebook and that she shared it to the Real Haddam CT Facebook group and it's also on You live in Higganum if site.

**Tylerville Christmas Tree Lighting** – Mrs. Maggi reported this will be held on Saturday, 1 December 2018, 5:00 p.m. to 8:00 p.m. Larry Maggi, selectman and owner of FireWorks Hearth and Home, stated there will be a bonfire, Santa, and food at no charge. Mrs. Maggi stated it will be listed on The Shops of Tylerville Facebook page.

### **c. Yoga on the Green – Update**

Mrs. Munster stated the event is taking place. Mrs. Sola stated she thinks this event is great and it needs to be brought inside for the late fall/winter/early spring months. Mrs. Munster stated a sign needs to be obtained stating "Yoga, here!" Mrs. Maggi asked if the sandwich board sign has been purchased. Ms. Anderson stated she has to obtain a purchase order prior to ordering it.

The next scheduled Yoga on the Green is Wednesday, 22 August 2018.

### **d. River Day, Saturday, 8 September 2018 – Craft Fair, Market at Meadows, Fireworks – Follow Up**

Mrs. Munster reported she has not heard from DEEP in regard to the permit and that she cannot submit the ballistics permit until she has the DEEP permit. Mrs. Munster explained the process. Mr. Maggi offered assistance with this matter.

Mr. Fleig asked for clarification as to what events are taking place. Mrs. Munster stated from 4:00 p.m. on picnic style event – 10 vendors, non-profits from town; the Lions will be handling the parking situation; the Valley Railroad will be providing lights and walkie-talkies; and fireworks will start at approximately 7:45-8:00 p.m. The event is FREE! Mrs. Munster will call the resident state troopers and the fire dept.

Mrs. Sola stated the Market on the Green will run from 9:00 a.m. to 2:00 p.m. This allows for people to go home (a bit of down time) and then attend the event at the Meadows.

Mrs. Sola asked if Park and Recreation will be doing anything at the Green or the Meadows. Mr. Fleig stated no, that was the reason for the switch to the Haunted House. Mr. Fleig also stated Park and Rec will be voting on this at their meeting on Thursday, 9 August 2018.

### **e. Haunted House, Friday and Saturday, 26-27 October 2018 – Follow Up**

Ms. Anderson stated confirmation of Park and Rec taking over this event will take place after tomorrow when they meet. Mrs. Munster asked if this event will be posted online. Mr. Fleig stated it should, but reminded everyone that it is their first year to run the event. Mr. Fleig stated Park and Rec will need a bit of help to steer them in the right direction. Mrs. Sola stated Ginger LaBella would be interested in doing the fliers again.

## **7. New Business**

### **a. Budget**

Ms. Anderson reported the request to purchase the sandwich board is in. Mr. Farina asked if the sandwich board comes with letters and numbers with Ms. Anderson stating yes. Mr. Aithal asked the size of the sandwich board with Ms. Anderson stated 36 in. by 42 in. and that it had good reviews. Mr. Maggi stated extra letters/numbers would be good. Mrs. Batzner stated there was discussion in regard to purchasing extra letters/numbers and that's why the dollar amount was increased in the motion to cover that. Mrs. Sola read the July minutes pertaining to this matter.

### **b. Business of the Month**

Ms. Anderson reported that Mr. Farina had suggested the Commission recognize a business every month; however, Mrs. Munster has indicated that Haddam News (Business Spotlight) does something similar to this. After a brief discussion, it was felt the Commission could still move ahead with this idea. Discussion followed in regard to how to select businesses to be featured, doing a Live Stream lottery during an EDC meeting, and when to start the project (October).

Ed Munster stated Haddam News does a Business Spotlight on a continuing basis and the main issue is trying to find someone to write/review the article. Mr. Munster suggested looking back over the past year which businesses have already been spotlighted in order to select new businesses for recognition. Mr. Maggi suggested doing a live visit to the business rather than doing a written article. The Commission liked Mr. Maggi's idea.

Ms. Anderson will do the research as to which businesses Haddam News has covered and the project will be launched in October.

### **c. Publicity**

Ms. Anderson stated she felt the Commission needed to have a discussion in regard to the recent media attention the town has been receiving and the possible affects it may be having on local businesses. Ms. Anderson reported that she and Mrs. Munster received at least one email from an individual who yearly vacations in Haddam, but has canceled due to the media attention. Ms. Anderson asked for any suggestions on how to support the businesses and get the word out that Haddam is business friendly as well as

to anyone who comes to visit the town. Mrs. Sola stated she had heard there have been some ramifications to several East Haddam businesses. Mr. Farina stated sometimes being on the defensive creates more attention.

Mrs. Maggi stated their business has had issues and explained how (emails received). Mr. Maggi stated people have come into the business venting their frustration.

Discussion followed in regard to what the town has to offer. Mr. Munster suggested putting a flier out through Haddam News as it will go throughout Haddam, Higganum, and Haddam Neck (reaches every house and business). Mrs. Maggi asked if it would reach East Haddam houses. Mr. Munster stated not necessarily, but it could. Mrs. Sola suggested using Channels 3 and 30 to announce activities/events coming up in town. Mrs. Tharin suggested the distribution of fliers/brochures to the schools, local doctors' offices, etc. Mrs. Maggi spoke in regard to having some of the news channels coming to town to do a positive news segment. Two events to focus on at this time – River Day and Haunted House.

**EDC Website** - Mrs. Maggi stated the member information list needs to be updated. Mrs. Munster stated she's aware of this and the first selectman's assistant has not had time to get to it. Mrs. Maggi asked if the Commercial Property list could be updated with Mrs. Munster stating it was updated today. Mrs. Maggi stated there is a lot of information on the EDC web page.

### **c. EDC Accomplishments**

Ms. Anderson reported she started a list of what EDC has accomplished so far and asked if the Commissioners if they would supply additional accomplishments – Trunk or Treat, Facebook page, website page, River Day, Market on the Green, Yoga, a new Mission Statement, Commercial Property list, Mucket statues, and the brochure.

Mr. Farina spoke in regard to St. Peter's Church doing a Welcome Wagon like page for new people in town. Mr. Maggi offered the Lions assistance to Mr. Farina.

### **d. Goals for Upcoming Year**

Ms. Anderson stated she thought perhaps the Commission can come up with some goals that would run with the fiscal year. Ms. Anderson reported she has been reading East Haddam's EDC minutes and that she has reached out to Bob Casner, Chairman, East Haddam EDC, not only to introduce herself, but to see if he would be willing to share their goals. Mrs. Munster stated she would be seeing Mr. Casner tomorrow. Discussion followed in regard to the types of goals – existing and new businesses and Specific Measurable Attainable Realistic and Timely (SMART) goals.

## **8. EDC Coordinator's Report**

Mrs. Munster reported on the following:

**Bridge Road (Route 82)** – Joint meeting held with East Haddam in regard to what's taking place on Bridge Road and the link between the two towns.

**Steady Habit** – Moving to East Haddam in approximately six to eight months. Mrs. Munster stated her goal is to find another brewery to come into Higganum and has reached out to the Connecticut Brewers Guide. Mr. Maggi stated it will be easier once water comes to Tylerville. Mrs. Munster stated there is no changing Steady Habit's mind as it's all about location.

**GCI Property, Corner of Route 82 and Lake Avenue** – Jeff Polke, owner, has indicated they will be moving into their new facility on Route 81 in about three months and the existing facility will be up for rent or purchase.

**Jail** – Mrs. Munster has reached out to a number of people to see if they would be interested in using the building. In order for the property to be sold, the Legislature would need to release the deed allowing the town to do so.

**Lower Connecticut River Valley EDC Meeting** – A meeting between Haddam, East Haddam, Chester, and Deep River with Essex and Valley Railroad joining last month. This may become a non-profit organization where the focus will be on improving the economic development throughout the towns. Next meeting is scheduled for Thursday, 9 August 2018, with 9 Town Transit representatives in attendance.

**Fall Festival, Columbus Day Weekend** – A number of towns are getting more involved in this event and it would be good if Haddam could rejoin. 9 Town Transit would be able to shuttle people around. More information will be available after the joint EDC meeting.

**CERC** – Meeting was held at Lyman Orchard and the discussion was about the AAA Office going into Southington. This will be the only full service office in the state. Talked about how they went through the obstacles – Brownfields, eminent domain, changing zoning regulations, DOT light and lane changes.

**Kenyon Lab** – Rented last two office spaces to a new business – DFX Entertainment Production Co. - coming into town in September. The owner is a town resident.

**Rollin' Donut** – They are coming to town at the River Valley Provision's parking lot and will be on a seasonal schedule. They still need to obtain some permits. Follow them on Facebook. A brief discussion followed in regard to them attending the Vendors Market the day of River Day and the Tylerville Christmas Tree Lighting.

**Goals for the Year** – Mrs. Munster stated she spoke to Lizz Milardo, First Selectman, to see what goals she would like to see EDC accomplish – reach out to town businesses about expanding services and a community marketing theme such as what The Shops of Tylerville are doing with the tree lighting.

**Higganum Cove Celebration** – A ribbon cutting ceremony will be held on Monday, 27 August 2018, 5:00 to 7:00 p.m. to celebrate the ownership of the Cove. The band Butter Jones will be providing entertainment. There is no rain date!

**Bringing the Two Villages Together** – Mr. Maggi stated he and Mrs. Milardo have talked about bringing Tylerville and Higganum together and that would be something EDC could attempt to do. Mr. Maggi stated there was no one from Higganum who attended the tree lighting last year. Discussion followed in regard to advertising (Haddam News, fliers to the schools, etc.) and the goal is to bring the two villages together. Mr. Maggi will see if the Lions will help with the event this year.

## **9. Adjournment**

**MOTION:** Lori Maggi moved to adjourn. Cindy Sola second. Motion carried unanimously.

The meeting was adjourned at 7:58 p.m.

Respectfully Submitted,

*Bunny Hall Batzner*

Bunny Hall Batzner  
Recording Clerk

**The next meeting is scheduled for Wednesday, 12 September 2018.**