

## TOWN OF WASHINGTON

### Washington Economic Development Committee/ Commission

Tuesday November 10<sup>th</sup> 2020, 9:30 am

Minutes are subject to approval of the Economic Development Committee

**Present:** First Selectman Jim Brinton, Michelle Gorra, Michael Jackson, Dan Sherr, Tony Bedini, Jay Hubelbank, Fran Kiely, Val Sedelnick, Wayne Hileman, Phil Markert

**Call to Order:** Michelle Gorra called the meeting to order at 9:33

**Minutes:** Jim Brinton moved to approve minutes of Oct 13, 2020. Dan Sheer seconded, all in favor

#### **Report on activities of Economic and Community Development Coordinator-**

- **Depot Bathroom-** Opened bathrooms to the public at the Legion Hall in the depot to the public, the bathrooms will be open 9-5 Monday- Saturday, and 9-2 on Sunday.
- **Kiosk-** Going to hold off for now pursuing the kiosk, but in the future would like for the kiosk to be 3 sided and act as a welcome to Washington board, right now the bulletin at the Legion Hall works well for the time being.
- **Printed Newsletter-** This newsletter is a great resource, it goes to all households in town through the WBA, informing residents on updates with the town. There's going to be an article about the community center and articles from nonprofits in town, and the events we have going on.
- **New Home Owners' Mailing-** Sent out 22 letters to homes sold in September of this year, there has been an increase in subscriptions to the email blast sent out every Friday by Jeff Hammond informing people about what's going on in Washington that weekend, there has also been an increase of 51 since Sept 1st in Explore Washington's email subscription list.
- **WEDC Budget-** Talked about updating the Passports, and having them available at businesses in town for new families to take. Michelle also reported that there is around \$11,000 left in this year's WEDC budget for projects. It was discussed that Michelle could spend money on approved projects and that any large expenditures would be brought to the committee first.
- **WEDC Meeting Week-** Instead of meeting the 2<sup>nd</sup> Tuesday of each month the committee would like to change it to the 3<sup>rd</sup> Tuesday of each month.

#### **New Business-**

- a. **New businesses Highlight-** Washington Curated will be opening this weekend November 14th, selling local, and antique items.
  - Would like to organize a ribbon cutting. The shop is located on River Road on the 1<sup>st</sup> floor of the building next to Washington Pizza.
- b. **Shop Washington- Julia**
  - Recipes, things to do in the area.
  - Promoting shop local, helping to promote small businesses in town, with their hashtag #ShopWashington
  - Considering putting some Ads on Facebook, and Instagram.
  - Making shopping for the holidays easier through their website- Showing shop windows on their site where they can explore each shop, they have browse online to the linked shops at all they have to offer,

and if people want they are going to offer gift certificates that they can order right through the website to make everything very smooth and easy and have the least amount of contact as possible.

- Recently made a Thanksgiving Post- where restaurants in town shared their favorite Thanksgiving recipe and had an option for people to download each recipe. This post was a huge hit, and they got great feedback from it.
- Having a community wide program where everyone can share their favorite recipes so they can add them to the Washington Recipes collection, email [info@exploreWashingtonct.com](mailto:info@exploreWashingtonct.com) with your submissions.
- Lots of great feedback from the New York Times article, the article did a great job of painting the picture of what it's like to live in Washington.

**c. NOW Survey Results-**

- Will come back to this topic next meeting, but the survey was about seeing why young families are choosing to move to Washington? What appealed to them etc.

**Old Business-**

- a. **Holiday in The Depot-** At this moment it's to be determined due to Covid restrictions. Will keep everyone updated when we hear more on it.
- b. **WiFi and QR Code-** Would like everyone to still be on the lookout for any dead spots they see with the WiFi and to let us know if they find any, we can add more devices if necessary.
  - The QR Code in the future would be a great no contact way of doing things, and getting people involved and up to date with what's going on with the town.
  - Once you scan the code it would bring you straight to the Explore Washington page, would also like to add this QR Code to the wifi signs in the depot.
  - In New Preston just have signs in the local businesses with the code on it for the Explore Washington page and not any info about the depot Wifi.

**Motion to Adjourn meeting-** Made by Michelle Gorra at 10:33 all in favor.

**Visitors-**

Chris Charles, Lance Reynolds, Julia Nable, Robyn Gray

Respectfully Submitted,  
Amanda Reale  
Selectman's Assistant

Below is the WEDC Budget

