



TOWN OF ELLINGTON

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ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES WEDNESDAY, NOVEMBER 10, 2021, 7:00 PM

**IN PERSON ATTENDANCE: TOWN HALL ANNEX, 57 MAIN STREET, ELLINGTON, CT
REMOTE ATTENDANCE: ZOOM VIDEO CONFERENCING**

PRESENT: In person: Chairman Sean Kelly and Regular Member David Hurley; Via Zoom: Alternate Bryan Platt

ABSENT: Vice Chairman Donna Resutek, Regular Members Jim Fay and Chris Todd, and Alternate Amos Smith

STAFF

PRESENT: In person: Lisa M. Houlihan, Town Planner and Acting Recording Clerk

I. CALL TO ORDER: Chairman Kelly called the meeting to order at 7:01 PM.

II. PUBLIC COMMENTS (on non-agenda items): None

III. ACTIVE BUSINESS:

1. Report: Tolland County Chamber of Commerce

The Chamber's Evening of Elegance will be held this Saturday at Georgina's in Bolton. It's one of the Chamber's biggest fundraising events held annually.

The Chamber posted information about Shop Ellington 2021 on their website and social media accounts.

2. Report: Agricultural Initiatives

One of the farmland preservation applications for Oakridge Dairy officially closed on October 15, 2021. An easement has been recorded on the land records permanently protecting 52.8 acres of farmland located on the west side of Jobs Hill Road between Route 140 and Muddy Brook Road.

3. Report: Connecticut Economic Development Association Best Practices

- a. Discuss Shop Ellington 2021 event – Shop Ellington 2021, November 26, 2021 thru December 5, 2021. Review of: Press Release, Newsletter ad, Temporary sign and Social Media post.

Commissioners reviewed the Shop Ellington 2021 event information. Lisa Houlihan, Town Planner, provided a copy of the Invitation for Businesses that was emailed on October 27,

2021, and mailed to businesses on October 28, 2021. Currently twelve (12) businesses have signed up to participate: Baby Bee's Play and Learn Center, Johnny Appleseed's Farm, Homestead Comfort, Revival Room Yoga & Fitness, Ellington Farmers Market, Nellie McKnight Museum Holiday Marketplace, Ellington Agway, White Eagle Diesel, Route 83 Auto Center, LuAnn's Bakery & Café, Neils Fine Wines & Liquors, and Ellington Fine Consignments. Ms. Houlihan received \$200.00 in donations toward purchase of raffle prizes and suggested buying gift cards from participating businesses for raffle drawings. Last year \$300 worth in prizes was raffled. She asked if commissioners would visit local businesses to encourage them to participate and donate prizes.

Ms. Houlihan extended gratitude to staff from the First Selectman's Office for creating the Shop Ellington Instagram clip and posting it on social media. The post was modified so it could be used as a poster (8 1/2 x 11) and an ad to be published in the Journal Inquirer (JI). An ad will run in the JI on November 13, 2021 and December 1, 2021 at \$170 per ad. The JI suggested the second ad be larger and include logos from participating businesses. There's adequate funds within the commission's advertisement account to pay for the JI ads. Ms. Houlihan provided the JI with a description of the event and requested it be placed on the JI's Community Calendar.

Information about the event, including Customer Raffle Cards, is accessible on the town's website under Things To Do, Shop Ellington 2021 and the EDC's webpage.

Dianne Trueb, Ellington resident and Farmers Market Master, pinned Shop Ellington posts on Patch.com Thursday, October 28, 2021, and Saturday, November 6, 2021. She signed the Farmers' Market up to participate on December 4th and customers will receive one sticker for attending the market and one additional sticker for each Ellington-based business they visit that is at the market and registered to participate.

Yard signs were ordered from Ellington Printery and will be distributed to participating businesses for use during the event. The cost for the signs and metal posts is \$404 and was charged to the Commission's contracted services account.

4. Report: Tax Incentive/Abatement Programs - No abatement applications are pending.
5. Report: Current Economic Activity

Construction progress for Earthlight's new headquarters was discussed. The owners hope to move in by March 2022 and invited staff to walk-through the building in early December once the site is paved and the warehouse is enclosed.

Blaine Kinney, Backroads Smokin' BBQ, 292 Sandy Beach Road, is now opened for business. Hours are Wednesday and Thursday from 6AM to 6PM, Friday 6AM to 7PM, Saturday 7AM to 7PM, and Sunday 7AM to 2PM.

Construction for the Ellington Car Wash is underway. They anticipate opening late March. Integrated Rehab is ready to open, both businesses are located at 140 West Road, Big Y Express plaza.

LuAnn's new bakery production facility at 420 Somers Road is ready to open and will occupy the two-story building to the rear of the site, one floor will be dedicated to gluten-free.

A new restaurant, J. Rego's, is in the process of taking over the former Cold Creek Tavern location and may open before the end of the year.

A new optometrist's office will soon open at 175 West Road.

IV. ADMINISTRATIVE BUSINESS:

1. Approval of the October 13, 2021, regular meeting minutes.

MOVED (HURLEY) SECONDED (PLATT) AND (PASSED UNANIMOUSLY) TO APPROVE THE OCTOBER 13, 2021, MEETING MINUTES AS WRITTEN.

2. Correspondence.
 - a. Approval of 2022 meeting schedule

The proposed schedule places monthly meetings on the second Wednesday of each month.

MOVED (PLATT) SECONDED (HURLEY) AND (PASSED UNANIMOUSLY) TO APPROVE 2022 MEETING SCHEDULE.

V. ADJOURNMENT:

MOVED (HURLEY) SECONDED (PLATT) AND (PASSED UNANIMOUSLY) TO ADJOURN AT 7:38 PM.

Respectfully submitted,

Lisa M. Houlihan, Acting Recording Clerk