

# Economic Development Commission

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Tuesday, March 5, 2024  
Town Hall Room A, 6:30 pm  
**Minutes**

## 1. Call to Order

- a. Amy Monahan called the meeting to order at 6:32 pm.

## 2. Roll Call

- a. Members Present- Amy Monahan, Lisa Dalterio, Josh Huck, Stuart Peaslee
- b. Member Absent- Jessica Weaver Boose
- c. Public Present – Nancy Pare (Northeast Chamber of Commerce), Pam Morgan

## 3. Approval of Minutes

- a. February 6, 2024
  - i. Lisa Dalterio made a **\*Motion** to approve February 6, 2024 Minutes as amended. **\*Seconded** by Josh Huck. **\*The motion passed** with one abstaining (Peaslee).
    1. Stewart Morse was present for the February 6, 2024 meeting on behalf of the Agriculture Commission and needs to be added to Item 2.c – Public Present

## 4. Member Reports

- a. Individual Project Updates
  - i. Lisa
    1. No updates from Gail/Historic District at this time. The anticipated meeting should take place soon and Lisa hopes to have progress for April meeting.
  - ii. Josh
    1. Josh will send out the digital packet to the list of area realtors with an introduction so they can start to share the resource with new homebuyers.
    2. The Board of Selectmen approved the digital welcome packet content on January 18, 2024. The EDC would like the welcome packet resources to be posted on the EDC page of the town website.
      - a. Josh Huck made **\*Motion** to request the digital welcome packet information posted on the Economic Development Commission page of the Town of Woodstock website. **\*Seconded** by Lisa Dalterio. **\*The motion passed unanimously.**
  - iii. Amy
    1. The Business listing currently has 43 participating businesses on the town website. Please encourage any Woodstock businesses to participate in this opportunity by submitting info with the link on the EDC page- <https://www.woodstockct.gov/economic-development-commission/webforms/woodstock-business-listing-submission-form>
  - iv. Stuart
    1. ERTD – Stuart updated and submitted Woodstock experience document. He wants to work more with marketing efforts of the ERTD to assist the town in promotion by having more Woodstock content displayed in their content. The ERTD meets again in April.

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2. Working on follow up program to video without WA enthusiasm. He would like to set up a video program with informal clips for YouTube.
  - b. Other Committee Reports/February Review
    - i. The monthly review was distributed and posted today. Highlights are the Town Meeting and hiring of full time employee to be ZEO/Wetlands Agent for Woodstock.
5. **Report from Chair**
- a. N/A
6. **Old Business**
- a. The EDC wishes to create a system to approach topics from both the Planning & Zoning and Economic areas. Members have started to compile questions from both areas to consider when looking at a new business or regulation. These are some of the questions created to help with forming the process to use in the future. More work will be done on this process in upcoming meetings.
    - i. POCD/PZ
      1. What are your concerns with these happening in town (traffic, septic, noise, etc.)?
      2. What businesses are not allowed here due to town or state mandates?
      3. What are you doing to allow businesses to grow (without red tape)?
      4. What is company's intention and purpose?
      5. Does the company intend to inspire consumption, recycle or rejection into Woodstock resources?
      6. Does firm harm any exiting town resources, business health or resident expectations?
      7. What mediation resources are planned for firms disruptions?
      8. How is the town adapting to new younger business models?
    - ii. EDC
      1. How will this help the town? Does it help individual or larger scope?
      2. Does it set a negative precedent? Could it be twisted to negativity? Prevention?
      3. How can company contribute to Woodstock economy & sustainability?
      4. How can EDC support this business's goals?
      5. Can the firm provide additional information to EDC for consideration?
      6. Who does the business help and in what way?
      7. What need does the business meet? Is it a growing need? Specific Woodstock need?
      8. How can we promote your business?
      9. What issues are you experiencing?
  - b. Logo
    - i. A total of 7 logos were submitted for consideration at the suggested deadline date of March 1<sup>st</sup>.
    - ii. Stuart Peaslee wants more time to develop his concept.
    - iii. The members agreed that a logo decision to be made at next meeting.
  - c. TLGV advertisement
    - i. Jessica Weaver Boose sent out an email to members with the layout of our advertisement in the upcoming TLGV publication. It is a basic listing (see below) that will be in the printed and online versions of *Explore! Outdoor, Indoor & Around Town Adventures in The Last Green Valley*  
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415 Route 169

Woodstock, CT 06281

860 928-0208

<https://www.facebook.com/woodstockct.gov>

Economic Development & Chambers of Commerce

d. Chamber of Commerce Membership

- i. Guest Speaker from the Chamber of Commerce, Nancy Pare, shared about the chamber membership (\$210 per year) (includes the WINY spot). She also shared many upcoming events and ways that the Chamber wants to help both members and nonmember businesses such as ribbon cuttings.
- ii. Josh would like to review the information provided. A decision about the EDC joining the Northeast Chamber of Commerce will be made at the next meeting.

e. Other

i. Facebook Posts

1. Woodstock chosen 21 of the 30 most charming towns in CT

ii. Hype

1. Community Workbench- Local business promotion via pod cast and social media outlets that will do interviews for any and all local businesses. Should we encourage his growth? How benefit us and local business? This is an example of what we have been discussing for many months that would benefit our area.
  - a. Josh suggested inviting him to attend the next meeting. Amy will reach out to see if he can attend.

## 7. New Business

a. Local updates

- i. The Woodstock Valley Country Store is now open! The store opened on February 22<sup>nd</sup>. The Grand Opening and ribbon cutting will take place this Thursday, March 7, 2024 at 2 pm. This event has grown to include support from many different groups and individuals that are excited to see growth in the Woodstock.
  1. The Chamber will help with all ribbon cutting ceremonies for both member and non-member businesses. Amy would like to see ceremonies for businesses that opened during COVID and on anniversaries of businesses that never had a ribbon cutting.
  2. Amy will reach out to the Villager and other news outlets to invite them to the Ribbon Cutting for the Valley Store.

b. Other- Local Business Letter

- i. A draft of letter to Local Business was distributed to EDC members for review. The purpose of letter is to reach out to the new business and offer support to help them with the challenge of taking over it's current location.
  1. Suggestions and comments from EDC members about the letter presented should be sent to Jess or EDC email this week so that progress can be made to move forward to contact the business.

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- c. Nancy Pare shared that the region is being encouraged to NO longer reference the area as the “quiet corner.” The preference is now call the area the “scenic northeast.”

### 8. Bills & Finance

- a. None

### 9. Communications & Announcements

- a. Chamber shared the following events-



- b. The Woodstock

Business Association Event information-



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- c. Putnam is hosting the first Quiet Corner Pride Festival May 4th from noon to 4 at Rotary Park. The option for Woodstock Businesses to participate needs to be explored.

### 10. Public Comment

- a. There is a need for training and assistance for businesses in the area. Importance of workshops to local businesses is valid and should be further explored and promoted.

### 11. Adjournment

- a. Lisa Dalterio made a **\*Motion** to adjourn. **\*Seconded** by Josh Huck. **\*The motion passed unanimously.** The meeting adjourned at 7:57 pm.

\*Respectfully submitted by Amy Monahan. These minutes have not yet been approved by the Economic Development Commission. Please see minutes from the next meeting for any adjustments or corrections to this draft.