

Economic Development Commission

Wednesday April 10, 2024
Town Hall Room A, 6:30 pm
Minutes

1. Call to Order

- a. Jessica Weaver Boose called the meeting to order at 6:30 pm.
- b. A Moment of Silence was observed for First Selectman Jay Swan who passed unexpectedly earlier today.

2. Roll Call

- a. Members Present- Jessica Weaver Boose, Amy Monahan, Lisa Dalterio, Josh Huck, Stuart Peaslee, Robert Wolfe
- b. Public Present – Nancy Pare (Northeast Chamber of Commerce), Pam & Ray Morgan, Matt Noren (Community Workbench)

3. Approval of Minutes

- a. March 5, 2024
 - i. Lisa Dalterio made a ***Motion** to approve March 5, 2024 Minutes as presented. ***Seconded** by Josh Huck. ***The motion passed** with two abstaining (Peaslee & Boose).

4. Special Guest - Community Workbench

- a. Matt Noren shared that the Community Workbench Podcast launched in November 2023 with a goal to spark discussions, promote buying local to unite community.
- b. Currently podcasts are open to anyone who wants to participate. They are booking into July currently. Both Kyle and Matt spend about 5 hours per week on this hobby project of theirs. The biggest thing to help grow the podcast platform would be getting more sponsorships. Anyone with audio and/or technical experience is more than welcome to come on board.
- c. Nancy Pare found the podcasts that she viewed to be both interesting and engaging.
- d. Matt Noren enjoys both business and charity interviews. They hope to include seasonal theme podcasts accordingly in the future. They are willing to do collaborative podcasts with small groups to allow for all the information to flow.
- e. Josh Huck suggested a live podcast at the Roseland Cottage Craft Festival and/or other events in the community. Currently, they are not equipped to record out of their studio. Matt Noren noted a future podcast studio coming soon to Pomfret.
- f. Currently, the best way to help the Community Workbench is to like and share.
 - i. Amy Monahan asked if the EDC could create an informative letter explaining Community Workbench options and share to our local businesses and organizations. Matt Noren handed out documents that should be included in such a letter.
- g. Josh Huck noted that Kyle & Matt are very good at keeping the conversations going and podcasts interesting.
- h. Jessica Weaver Boose mentioned the need to be sustainable in growth, including financial upgrades. She disagrees with saturation of multiple podcasts and likes the weekly schedule with the occasional special guest show. It is important to keep it fun for Matt, Kyle and the community. Matt Noren agrees and has learned that consistency is important as is sound and video quality.

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- i. Jessica Weaver Boose noted that many schools may have students that can and will assist with audio and tech issues.

5. Member Reports

a. Individual Project Updates

i. Lisa

- 1. No updates from Gail/Historic District at this time.
 - a. Josh Huck shared his “pie in the sky” thought of a kiosk that is touch screen to distribute information both via digital links and on paper as requested.

ii. Josh

- 1. Josh did send out the digital packet to 13 realtors. Josh will send list to Jess/EDC email for us to follow up in the future.
- 2. The request to post the welcome packet on the Town Website has been sent to Crystal Adams. She is working on several posting requests.
- 3. Josh recommends working with George and Michael at the Woodstock Business Association for future connections.

iii. Amy

- 1. The monthly update was sent out and posted on April 1st - <https://www.woodstockct.gov/sites/g/files/vyhlf5481/f/pages/march2024.pdf>
- 2. The Business listing currently has 87 participating businesses on most updated listing. 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 – Looking for venue to host an upcoming listening session that will seat approximately 40 attendees.
 - a. The group brainstormed the following local options: Taylor Brooke Brewery, Palmer Auditorium (historical society auditorium), Roseland Park Barn, Crystal Pond Park.
 - b. Stuart will follow up with point person

- v. Robert will choose project at later date but is interested in bike trails as he has knowledge as a cyclist.

b. Other Committee Reports/February Review

- i. Recreation needs more groups to participate in roadside cleanup.

6. Report from Chair

- a. None at this time.

7. Old Business

a. POCD/PZ

- i. Hand out consisting of several questions and current zoning/regulation topics was distributed to commission members for review to assist with creation of letter to PZ Commission.

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- b. Logo
 - i. Josh Huck a ***Motion** to approve Logo Option # 12 For use to represent the Woodstock Economic Development Commission. ***Seconded** by Lisa Dalterio. *** The motion passed unanimously.**
 - c. Chamber of Commerce Membership
 - i. Josh Huck made a ***Motion** to have the Woodstock CT Economic Development Commission join membership of the Northeast CT Chamber of Commerce. ***Seconded** by Lisa Dalterio. ***The motion passed unanimously.**
 - 1. Nancy Pare presented a membership plaque to the Commission
 - d. 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. Josh Huck has sent his input back to the commission and suggested changes will be made. After review of the document, the commission members agree to move forward and contact the business. The final document and date/time for the visit will be sent to all commission members as all are welcome to participate.
 - e. Influencers & Hype
 - i. New Facebook Posts
 - 1. New CT map
 - 2. Community Workbench Podcast
8. **New Business**
- a. Local updates
 - i. The Orange Art property has been approved for possible new business by the Planning & Zoning Commission. This is great news for the long-time vacant property.
 - b. Other- Request to Help
 - i. 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.

9. **Bills & Finance**

- a. A payment of \$210 is needed to the Northeast Chamber of Commerce

10. **Communications & Announcements**

- a. The Woodstock Business Association Event will be held this Saturday at the Loos Center for the Arts. There will be approximately 20 Woodstock Businesses represented, food truck, raffle prize and more. Please attend if you are able to support our local businesses.



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11. Public Comment

- a. Ray Morgan share that the Commission is doing a good job and has great energy.

12. Adjournment

- a. Amy Monahan made a ***Motion** to adjourn. ***Seconded** by Josh Huck. ***The motion passed unanimously.** The meeting adjourned at 8:13 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.