

The Town of Brooklyn
Economic Development Commission

Chairperson, Robert Simons

(860)774-6544

*Meeting the First Tuesday of every month @ 4pm at the
Clifford B Green Memorial Center*

REGULAR MEETING MINUTES

Tuesday, October 2, 2018

Members present: Cary Garcia, Robert Simons, Jeff Gagnon

Absent with notice: Chris Landis **Absent:** Marybeth Leonard

Staff present: Rick Ives, Jana Roberson

- 1) Call to order – Rick Ives, First Selectman, called the meeting to order at 6:35 p.m.
- 2) Brooklyn Branding/NECOG/Discussion
 - a) Mr. Ives welcomed back John Filchak and addressed a handful of members of various boards and commissions on the topic of branding Brooklyn. Mr. Filchak informed the audience of the opportunity available to the Town via NECOG and discussed some of the progress made by Thompson, currently in the midst of its branding process.
 - b) A group of 7-12 individuals needs to be assembled containing a mix of business owners and residents, ensuring a cross section of residents from different parts of Town.
 - c) Mr. Filchak presented a 6 month timeline outlining the process that, if started this Fall, should be near completion by Spring.
 - d) The group discussed the challenge of getting residents to participate beyond the usual familiar faces that attend most meetings. Mr. Ives suggested that everyone reach out to people they know in the next 10 days. He will also reach out to the group he invited to participate in this meeting to see who might be interested.
- 3) The meeting adjourned at 7:43 p.m.

Respectfully submitted,
Cary Garcia, Secretary