

# 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, December 4, 2018**

**Members present:** Cary Garcia, Chris Landis, Marybeth Leonard, Robert Simons

**Absent:** Jeff Gagnon

- 1) Call to order – Mr. Simons called the meeting to order at 4:00 p.m.
- 2) Approval of minutes – Mrs. Garcia made a motion to approve the August 7<sup>th</sup> minutes, seconded by Mr. Simons. All in favor. Mrs. Garcia made a motion to approve the October 2<sup>nd</sup> minutes, seconded by Mr. Simons. All in favor.
- 3) Mary Beth Leonard announced her resignation effective after today's meeting with the exception of one more business recognition this month.
- 4) Public Commentary – AJ Kerouac shared his feelings from the NECOG branding meeting with John Filchak in October, stating his disappointment that there has been no follow up from Mr. Ives since the meeting. Mr. Kerouac also shared his challenges with conducting business in Brooklyn.
- 5) Brooklyn Branding/NECOG/Discussion
  - a) Mr. Simons feels that the first basic step in moving forward with the branding process is to conduct a SWOT analysis. He distributed examples of this for anyone in the group unfamiliar with the process.
  - b) Mr. Landis suggested the group approach the Thompson EDC to gain feedback of their experience. Mr. Simons will reach out to the appropriate individual in Thompson and will keep Mr. Ives informed.
  - c) Mr. Simons will also speak with Mr. Ives regarding his promise of a follow up email after the October meeting to begin the branding process.
  - d) Mr. Kerouac suggested that while the EDC is likely not going to have a part- or full-time coordinator in the near future that the group explore other options such as interns or grad students.
  - e) After the October meeting, Mr. Kerouac spoke with Pam, the manager of Quebec Square, in hopes she would be interested in joining the branding committee. She is interested. Mr. Simons will discuss with Mr. Ives.

- 6) There was a discussion regarding the lack of accomplishment of the EDC within the last 5 years with members expressing frustration as to the role and future of the committee.
- 7) POCD – Mr. Kerouac asked if anyone would be willing to participate in the process of renewing the Plan of Conservation and Development. Mr. Landis may be willing to participate but would first like to know who will chair the process.
- 8) Brooklyn Business Association – The Christmas party will be held on Tuesday, December 18<sup>th</sup> at 5:30 at The Barn at Gray Mare Hill.
- 9) Business Recognition – Brooklyn Spirits is under new ownership and the young couple is very excited to be recognized. Mrs. Leonard has scheduled the event for Thursday, December 20<sup>th</sup> at 10 a.m. and has requested that as many EDC members, Selectmen, and members of other committees be in attendance.
- 10) Approval of 2019 calendar – Mr. Landis made a motion to approve the 2019 schedule, seconded by Mrs. Leonard. All in favor.
  - a) EDC meetings will be held on the following dates in 2019:
    - February 5<sup>th</sup>, April 2<sup>nd</sup>, June 4<sup>th</sup>, August 6<sup>th</sup>, October 1<sup>st</sup>, December 3<sup>rd</sup>
    - Mrs. Garcia will post the dates on the EDC page of the Town website.
- 11) Officers – Mr. Simons will remain as Chair of EDC for 2019.
- 12) A motion to adjourn was made by Mrs. Garcia, seconded by Mr. Landis. All in favor. The meeting adjourned at 5:57 p.m.

Respectfully submitted,  
Cary Garcia, Secretary