

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, February 6, 2018

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

Staff present: Rick Ives, Jana Roberson

Members of the Public of Note: AJ Kerouac, Earl Starks

A presentation was given by John Filchak and Hoween Flexor of NECOG. They addressed Commission members about a new community branding project that is underway in Thompson. Mr. Filchak and Ms. Flexor are available to facilitate the process for Brooklyn as well. During the presentation Mr. Filchak provided feedback on the EDC section of the Town website. He made suggestions for improvement and expansion that would help existing and potential business owners and new people choosing a town like Brooklyn. Commission members discussed challenges with trying to come up with a brand for Brooklyn for several years. He feels that the EDC would be the ideal group to spearhead this process, along with members of other commissions in Town.

- 1) Call to order - Robert Simons, Chair, called the meeting to order at 4:50 p.m.
- 2) Approval of December minutes – A motion was made by Mrs. Leonard and seconded by Mr. Landis. All in favor.
- 3) Public Commentary – Earl Starks from Brooklyn Farm, Pet & Hardware was in attendance at the invitation of Mr. Ives who has encouraged Mr. Starks to join the EDC. Mr. Starks stated he was hoping to observe what the Commission does and wants to make sure it is worth his while. He noted that he has had numerous frustrations as a business owner in Brooklyn. He is also a business owner in Plainfield and finds that town to be very welcoming and friendly. Mr. Starks's reservations about joining the Commission relate specifically to his review of EDC minutes from the past two years; he doesn't see much that the EDC has accomplished. The group agreed but felt enthusiastic about the potential assistance from NECOG and encouraged Mr. Starks to consider a role at least on a subcommittee which will need to be formed to accomplish these tasks.
- 4) Unfinished Business
 - a) Brooklyn Business Association (BBA) – Mrs. Garcia reported that Lyn LaCharite is now the President of the BBA, is looking forward to a working with EDC, and hopes to attend EDC meetings.
 - b) Business Recognition – Mrs. Leonard reports that business recognitions are stagnant at the moment.

5) Future of EDC

- a) Commissioners agreed that it is essential to refer to and be familiar with the Plan of Conversation and Development. It was also discussed that since the current POCD expires in 2021 that the process to review/rewrite should begin soon. Mr. Landis stated that he was on the committee last time and it took several years to complete.
- b) The group discussed the need to accomplish the tasks recommended by NECOG in between meetings, within subcommittees, and prepare to discuss progress at each meeting. Mr. Ives requested that meetings go back to monthly in order to focus on these tasks. Mr. Simons stated that these could be considered special meetings.
- c) Mrs. Garcia agreed to continue spearheading and making the recommended changes to the webpage. Mr. Landis agreed to be the point person for POCD related issues. Mrs. Leonard will continue coordinating all business recognition.
- d) Mr. Landis made a motion to plan a special meeting on March 6th to discuss with members of other commissions, board, and the public, the strategy of working with NECOG, with EDC acting as a steering committee, to brand Brooklyn. Mrs. Garcia seconded the motion. All in favor.

6) A motion to adjourn was made at 5:28 p.m. by Mr. Landis, seconded by Mrs. Leonard. All in favor.

Respectfully submitted,
Cary Garcia, Secretary