



# TOWN OF LEDYARD

## CONNECTICUT

ECONOMIC DEVELOPMENT COMMISSION

741 Colonel Ledyard Highway  
Ledyard, Connecticut 06339  
(860) 464-8740  
(860) 464-1126 (Fax)

### REGULAR MEETING

Tuesday, June 7, 2022  
6:00 PM

### Regular Hybrid Meeting

Town Hall Annex

- I. Call to Order
  - a. Meeting called to order by Chairman Vincent at 6:00 p.m.
- II. Roll Call

Commissioners – John Vincent, Richard Tashea, Michael Dreimiller, Carol Schneider, Jessica Buhle, Peter Hary, Juliet Hodge (Town Planner), Gary Paul (Town Council EDC Liaison), Naomi Rodriguez (Town Council) – Absent: Vince Whittle, Mayor Fred Allyn III
- III. Approval of the Meeting Minutes, May 3, 2022
  - a. MOTION to approve the Regular EDC Meeting Minutes of May 3, 2022
  - b. Moved by Tashea, seconded by Schneider
  - c. VOTE: 6-0 Approved and so declared
- IV. Public Comments
  - a. Kerry Browning (in person)
    - i. Observing only
  - b. Paul Maugle (remote)
    - i. No comment
- V. Correspondence
  - a. None
- VI. Mayor's Report
  - a. Not present
- VII. Planner's Report
  - a. Permits & New Business and General Land Use Dept. Updates
    - i. Zoning regulation updates
      1. There were some procedural issues with the two proposals
      2. June 9 Public Meeting cancelled
        - a. Will be rescheduled in July
      3. She encouraged EDC to submit comments
    - ii. Fireside Brick Oven Pizza
      1. Came in for their permits

- 2. Should be reopening soon
- iii. Puerto Lima
  - 1. Old Gales Ferry Subway location
  - 2. "Farm to Bowl"
- iv. Old Lou's Garage
  - 1. Someone stopped in to ask questions about it
- v. Bark & Brew
  - 1. Groundbreaking
- vi. Old Animal Hospital building
  - 1. No progress on the liquor store moving into it

#### VIII. Old Business

- a. Business & Residential Survey update
  - i. Business Survey
    - 1. Need to raise awareness of businesses in town
      - a. Many respondents didn't know there was a Business Directory
      - b. One suggested a Job Fair which is a good idea
  - ii. Resident's Survey
    - 1. Excellent summary produced by Town Planner Hodge
- b. EDC's Plan for the Yale / Harvard Race event- Jessica
  - i. Ready to go on Saturday
  - ii. Banners are posted in Ledyard and Gales Ferry
  - iii. On the cover of the new issue of Events magazine with an article
  - iv. Rotary is handing out flyers
  - v. It was on a highway billboard in Stamford
  - vi. 14 of 24 businesses are Ledyard-based
- c. 2022 Ledyard Economic Development Strategic Plan- (Pending until survey results are reviewed)
  - i. Will proceed with writing a new Strategic Plan
    - 1. EDC will meet in a workshop on July 11th to discuss the results from both surveys
  - ii. Town Planner Hodge will order SeCTer's Tapestry report for Ledyard

#### IX. New Business

- a. Review initial draft of Annual Report (Mike)
  - i. Need to rewrite the Goals
    - 1. Will be part of the Strategic Plan workshop
  - ii. Removed the banner poles
  - iii. Need to rethink the Business Directory
    - 1. Possibly produce a booklet with town info as well as business listings
      - a. Perhaps print it annually as well as posting it online
    - 2. Look into SeCTer's property listing options
  - iv. A new draft will be produced before July EDC meeting

#### X. Available Properties Listing

- a. Nothing new

#### XI. Marketing and Activities Report

- a. Video project update
  - i. Hary met with CGI last week
  - ii. We didn't have a company rep for a while so that slowed things down
  - iii. Agreement has been executed and signed by town
  - iv. We were going to have just 3 chapters
    - 1. They're going to give us a 4<sup>th</sup> chapter to compensate for the delay
    - 2. Welcome, 2 others, Community/Non-profits
    - 3. Hary will share the list of other chapter topics
    - 4. Requests input in order to choose those two other chapter topics
  - v. They requested current traffic statistics for the town website's as well as an endorsement letter from Mayor Allyn
    - 1. These will be used when approaching businesses about video sponsorships
    - 2. Up to 15 business sponsorships, but no minimum
    - 3. Town Planner Hodge will provide a list of suggested businesses
    - 4. Paul Maugle said that including Foxwoods is important
      - a. 50% of his business is from Foxwoods and Mohegan Sun
  - vi. The video has to remain on the town website for 3 years
  - vii. Video production timeline
    - 1. Script – approximately 3 weeks
    - 2. Storyboard – approximately 3 weeks
    - 3. Shooting – Starting in August for 4 weeks
      - a. Hary will ask if it can be split between Summer and Fall
    - 4. Editing – Two months for editing
    - 5. Total – about 12 weeks (possibly done September or early October)
    - 6. We should look for additional footage from fall/winter as well as photos of town events

XII. Any Other Business

- a. None

XIII. Adjournment

- I. MOTION to adjourn at 6:57 p.m.
  - a. Moved by Buhle, seconded by Tashea
  - b. VOTE: 6-0 Approved and so declared

For the Commission,

John Vincent, Chair

Dated: June 7, 2022