



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 4th 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