



Town of Burlington

**TOWN OF BURLINGTON, CT
MINUTES OF MEETING
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Monday April 11 2016
BURLINGTON TOWN HALL**

- I. **Call to order:** The meeting was called to order at 7:05 by Tod Kallenbach... Other Commission members in attendance were William Walluk, John Kirschner and Kevin Bair.
- II. **Public Comment:** There were no public comment.
- III. **Approval of minutes:** The minutes of the February 8, 2016 regular meeting were approved. William Walluk abstained.
- IV. **Report and Update from Ad hoc Marketing Committee Meeting from Ad Hoc Marketing Committee meeting of April 7:** Tod attended the recent meeting of the Ad hoc marketing committee and provided the following comments;
 1. Town website design- The vendor for the design, Virtual Town Hall, has been selected with development to follow.
 2. Village Center Banner Program- Ten new banners have been installed. They were paid for by Burlington businesses with the name of the business included in the banner. The businesses that participated were YES Fitness, Advanced Physical Therapy, Salon Halo, Farmington Bank, Torrington Savings, Burlington Insurance, Irongate Insurance, Burlington Academy of Learning, eBurns Marketing and Andrews Perry Construction.
 3. Business Survey Email- Tod, Lynn Buthe, Ted Shafer and Peter Bevivino created a business survey which has been emailed to businesses in Burlington. Resulting responses will be analyzed by Survey Monkey and summarized by Tod.
 4. Brochure Progress- Tod will remind the Ad Hoc Committee of the need for a deliverable for distribution. A target date of Tavern Day will be specified.



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- V. Orientation Planning for Connecticut Main Street Center Membership;**
Tod met with Kimberley Parsons-Whitaker, Associate Director of CT Main Street Center recently. CMSC recommends a small-group orientation meeting to learn more about Burlington and its needs, to be followed up with a CMSC presentation to a broader group of town leaders on town center development specific to Burlington. Tod will offer some date alternatives and once finalized will contact the Chairman of the Burlington Boards, Commissions and Committees and request one or two representatives of each to attend the initial orientation meeting.
- VI. Update on Existing business/property developments:** Advanced Physical Therapy has moved to Burlington Commons and Salon Halo will move there in the near future.

Adjournment: The meeting was adjourned at 8:08 p.m.

Respectfully submitted:

William Walluk
Secretary, Burlington EDC

APPROVED _____