



Town of Burlington

**TOWN OF BURLINGTON, CT
MINUTES OF MEETING
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Monday May 9, 2016
BURLINGTON TOWN HALL**

- I. **Call to order:** The meeting was called to order at 7:05 by Chairman Tod Kallenbach... Other Commission members in attendance were William Walluk, John Kirschner, Pamela Weaver and David Wrabel.
- II. **Public Comment:** There were no public comment.
- III. **Approval of minutes:** The minutes of the April 11, 2016 regular meeting were approved. Pamela Weaver and David Wrabel abstained because they were not at that meeting.
- IV. **Report and Update from Ad hoc Marketing Committee meeting of May 5, 2016;**
 - A. Village Center Banner Program. The program has been well received and very well supported by the Chamber of Commerce and local businesses. New banners are planned for June or July and again for Tavern Day.
 - B. Business Survey Email. Tod reported that 32 businesses have completed the survey. He presented a detailed analysis of the responses.
 - C. Marketing Brochure. Lynn Buthe, Co Chairman, of the Ad-Hoc Marketing Committee presented a draft outline of the proposed content of the brochure. The general outline was well received. Commission members suggested several additional topics to be incorporated in the document. A lengthy discussion followed about the approach to take regarding the recognizing of existing businesses in Town. The consensus was that individual businesses should not be listed, but a listing of the types of businesses and identification of significant businesses be mentioned. A final decision was postponed until future review. Lynn was advised that the brochure will need several levels of approval before it can be issued and that she will need to incorporate that process in the time line



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- V. Orientation meeting with Connecticut Main Street Membership;** Tod and Ted Shafer met with Kimberly Parsons-Whitaker at Town Hall and provided her with an introduction to Burlington which included a tour of the Town. She will now develop a program for the Town which is called “what makes a town center”. A date for that presentation has not been established yet.
- VI. Chamber of Commerce Award:** The Burlington Chamber of Commerce 2016 awards dinner will be May 24, 2016. At that event the Beautification Award will be presented to the Town for the Streetscape Program. EDC commission members may want to attend.
- VII. Update on business/property developments:** There was nothing to report.
- VIII. Other;** Ted Shafer reported that the Main Street Investment Fund will be accepting new grant applications until May 31, 2016. Ted has started the process for a funding request for the next phase of the Streetscape project.

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

Respectfully submitted:

William Walluk
Secretary, Burlington EDC

APPROVED _____