



# Town of Burlington

## **MINUTES OF MEETING VIA ZOOM CONFERENCING ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**MONDAY, NOVEMBER 13, 2023 AT 7:00PM**

- I. Call to Order: The meeting was called to order at 7:06PM. In attendance were Kevin Bair, Bryan Cassidy, Sharon Farmer, Tod Kallenbach, and Vince Lambri.
- II. Public Comment: There were no members of the public in attendance.
- III. Review/Approve minutes of October 9 meeting: Motion to approve by Bair; seconded by Farmer; abstention from Cassidy as he did not attend the meeting; unanimously approved.
- IV. Updates on business/property developments: Prior to the beginning of meeting, Kallenbach congratulated Farmer in her campaigning efforts for Town Treasurer, Lambri for being elected to the Planning & Zoning Commission, and Cassidy for being honored in Hartford Business Journal's C-Suite 2023 Awards.

Cassidy reported that the Website Design Committee presented to the Board of Selectman on October 10, 2023 in which the platform upgrade with CivicPlus was unanimously approved by allocating up to \$35,995 in ARPA funds. Cassidy discussed that the platform upgrade offers new modules that can be better used as existing website features are being used in somewhat unconventional ways. Additionally, Cassidy discussed that the Website Design Committee is leaning more towards a minimalistic and cleaner look, similar to the Town of Wallingford but using a primary navigation bar with "calls to action", similar to the Town of Bristol. Cassidy mentioned that the EDC could potentially use the "call to action" for parties interested in starting a business within the Town of Burlington, such as "I Want To..." -> "Start a Business" which could then link to a document developed by the EDC to help offer a streamlined approach.

- V. Updates on grant funding opportunities: None
- VI. Updates on business support/events: Farmer discussed efforts surrounding the "Taste of Burlington" event from the Burlington Chamber of Commerce in which restaurants and drinking establishments are being asked to bring a small sample that helps showcase their business. EDC members discussed similar events held by other towns, such as a restaurant week in which restaurants would offer a fixed price menu for a week.

- a. "Starting a business in Burlington" document: Kallenbach discussed the existing "Start a business in Burlington" document that was created in 2019 and potential EDC efforts to enhance the document. Lambri shared a recent experience of a new business that is planning to open in early 2024 that was challenged by the Planning & Zoning Commission, but fortunately they were well prepared to answer questions. Lambri discussed that all future businesses may not be that well prepared and challenges in the process could cause costly delays that may prevent a business from opening due to inadequate capital. EDC members discussed refreshing and streamlining the document to help guide new businesses in being better prepared, as well as offering EDC members as resources to new business to help them along.

- VII. New Business: Lambri reported that he recently spoke with First Selectman Thompson and that the Town of Burlington would be willing to fund Earth Day Clean Up activities in 2024. Lambri discussed that nickel deposits on miniature bottles purchased at stores within the Town of Burlington are supposed to be allocated to municipalities for litter prevention and recycling programs. Lambri mentioned that last year, the Town of Burlington received an estimated \$3,000.

Kallenbach inquired EDC members if scheduling virtual meetings on the second Monday of each month at 7:00pm would work in 2024. EDC members confirmed that the existing scheduling has not been a problem as we have been able to meet quorum.

- VIII. Adjourn: The meeting was adjourned at 7:38PM

Respectfully submitted,  
Bryan Cassidy, Secretary