

East Lyme Economic Development Commission
Regular Meeting
November 9, 2010

Members Present: Steve Santino, Ed Shapiro, John Jensen,
Richard Gada and Charles Ambulos

Also Present: Rachel Rinosky and Tom Kalal

A. Preliminary Business

1. Call to Order. Chairman Santino called the November 9, 2010 Regular Meeting of the Economic Development Commission to order at 7:02 p.m.

2. Approval of Minutes. Mr. Santino asked for additions, deletions or corrections to the September 14, 2010, Regular Meeting Minutes of the Economic Development Commission.

MOTION: Mr. Gada moved to approve the September 14, 2010 Regular Meeting Minutes of the Economic Development Commission, as presented.
Seconded by Mr. Ambulos. Mr. Santino abstained from voting. (4-0-1) Motion Carried.

3. Delegations. Rachel Rinosky requested that the Economic Development Commission continue its sponsorship of the carriage rides during the Holiday Stroll. In addition to the sponsorship of the carriage rides, Ms. Rinosky also informed the Commission of an additional opportunity; one to sponsor advertising spots on 106.5 (WBMW) radio station from November 1, 2010 until December 24, 2010. The radio plays holiday music during this period.

Mr. Jensen asked if the spots can include Agri-business in Town, e.g. the sale of pies, Christmas trees, etc.? She felt it was a great opportunity for this Commission, because it promotes the entire town. Ms. Rinosky informed the Commission that the 2009 Holiday Stroll was its most successful year. East Lyme had approximately 3,000 visitors last year. This year it will begin with children's games at 3 p.m. and from 3-4 p.m. a holiday karaoke.

Mr. Ambulos asked if stores will be open during the Holiday Stroll. Ms. Rinosky replied most stores stay open later during the Holiday Stroll. Mr. Ambulos asked if any of the local stores sponsor themselves. Ms. Rinosky replied direct mail, email and Facebook are used by most local stores.

Mr. Santino asked how Niantic Main Street will obtain these funds if this Commission is not willing to sponsor it. Ms. Rinosky replied it may not be possible to do the radio ad since it's late in the season. Mr. Gada suggested two spots during the morning and evening commute. Mr. Shapiro stated we know radio advertising works.

4. Public Comments. There were no public comments at this time.

B. Reports

1. Ex-officio Report. There was no ex-officio Report.

2. Chairman's Report. Mr. Santino asked Commission members if they would like to continue meeting on the second Tuesday of each month at 7 p.m. in 2011.

MOTION: Mr. Shapiro moved to approve the meeting schedule for 2011 for the second Tuesday of each month at 7 p.m. Seconded by Mr. Jensen.
(5-0) Unanimous

Commission members reviewed the remaining budget.

MOTION: Mr. Gada moved to sponsor the Niantic Main Street request for the Holiday Stroll in the total amount of \$1,250, \$350 for carriage rides and \$900 for radio ads to include but not limited to a recognition in the ad of the Niantic and Flanders Business District and East Lyme Agri-Business Community.
Seconded by Mr. Shapiro. (5-0) Unanimous

3. Presentation of Bills. The Recording Secretary presented a bill for 2.50 hours for secretarial services for the Economic Development Commission from October 12, 2010 to November 8, 2010.

MOTION: Mr. Shapiro moved to approve the bill from the Recording Secretary for 2.50 hours for secretarial Services for the Economic Development Commission from October 12, 2010 to November 8, 2010. Seconded by Mr. Ambulos. (5-0) Unanimous

C. Old Business

1. Agri-Business Committee. Mr. Kalal reported the Agri-business Committee met on October 20, 2010. It was a very fruitful meeting. We worked on a Mission Statement. We agreed to plan a trail ride for next October. The Agri-business Committee is working with the Eastern Connecticut Trail Ride Association on this event. The Day newspaper has offered publicity for the event. The subcommittee will meet next Wednesday at East Lyme High School, and plan to work on a state grant for next year. Commission members received copies minutes from that meeting.

Mr. Ambulos presented Mr. Kalal a state farming map and noted that no farm in East Lyme was included.

Mr. Kalal agreed to report on the Holiday Stroll to the Committee at its next meeting.

D. New Business

1. Open Discussion. There was no further discussion.

MOTION: Mr. Gada moved to adjourn the Economic Development Commission Regular Meeting of November 9, 2010 at 8:15 p.m. Seconded by Mr. Jensen. (5-0) Unanimous.

Respectfully submitted,

Frances Gheri, Recording Secretary