

Economic Development Commission

Regular Meeting 7:30 P.M. February 25th, 2012 Salem Town Offices Salem Connecticut

Minutes

1. Call to Order:
 - a. Meeting called to order: 7:38
 - b. Attending: Jenifer Lee, Nicole Gadbois, Vincent Howe, Ada Vaill, Frank Sroka
 - c. Board of Selectmen member: Bob Ross
2. Changes to Agenda: None
3. Approval of Minutes from last meeting:
 - a. Motion to discuss minutes: Jenifer
 - b. Seconded: Nicole
 - c. Motion carried to approve minutes
4. Communications: None
5. Public Comment:
 - a. Attending: Larry Stevens mentioned the viability of some of the buildings on the Zemko property for possible use by the town.
 - b. Larry also wondered if there was any word about the massage parlor- Bob said that there is no evidence about anything untoward going on.
 - c. Larry mentioned Todd Burnett and welcoming him to an EDC meeting. Bob said that Kevin Lyden will be working with Todd directly.
6. Selectman's Report:
 - a. Bob Ross and Frank Sroka met with Tony Sheridan from the chamber of commerce- they discussed a "division within the chamber" to help market Salem using the chamber resources. The town of Salem has to designate someone to be a delegate to the chamber. Creating a "brand" for Salem- for example Salem Valley Farms or Salem Prime Cuts. Use these assets as a way to make Salem appealing in a unique way. The organization Mystic.org which is a group that promotes tourism. They will set up a meeting with Frank and or Kevin and Bob to see what they can do to help Salem. There was also discussion of the growth of home based businesses in this area. Setting up a division for Salem in the Chamber of Commerce will cost \$290 per year for membership. The suggestion was also made to set up an electronic billboard in town- this is a good way to advertise what is happening in town. (Bob Ross mentioned that this would probably raise a great deal of resistance in Salem.) Additionally focus groups were mentioned as a way to get opinions from Salem residents. They also discussed the ongoing quest to get a grocery store in town. Tony mentioned the possibility of contacting a large grocery store chain to see if they would be willing to open a branch in town.
 - b. Jenifer posed a question regarding the recently purchased Zemko property wondering if the town had made any decisions about it- Bob said that there are no plans yet.
7. Old Business:

- a. Brochure- Nicole met with Rachel about the design of the brochure. We need some more photos and a higher quality logo.
 - b. Packet: Nothing new on the packet
 - c. Map: Jenifer talked about a map of Salem that looks almost cartoonish that highlights the major aspects of the town. This would be a poster size thing that would raise money for the town or just charge people at cost as a way to advertise the town. Frank mentioned it might be worth keeping the size a bit smaller to see how it goes over in town. Vincent mentioned looking into using the map as a fundraiser for the school as a way to get the map into more households. He mentioned that students bringing the maps home would encourage more Salem residents to purchase them and it would get the word out.
 - d. Passport: Jenifer also mentioned putting a regular map in the passport that people coming to Salem would receive.
8. New Business:
- a. Mystic.org (see selectman's report) Frank mentioned meeting with the woman from the organization to see what she has to say- it is a marketing tool that could help Salem attract tourists. Frank will e mail the information to the EDC members for review.
 - b. Frank would like to hear ideas from the members about what we would like to work on over the next few months in addition to what we have discussed thus far. Members can e mail Frank over the course of the month or mention it during the new business segment of the meeting each month.
 - c. Jenifer mentioned to keep in mind the possibility of tolls which could create a problem with people avoiding Salem.
 - d. Frank would like us to start making a list of businesses that we would like to see in Salem: he mentioned the idea of a recreational facility with a go cart track, a miniature golf facility, batting cages etc. We need to be thoughtful about how we would attract businesses to town that will fit with the character of the town that will also increase the tax base of the town. Vincent mentioned a local burger or a steak restaurant to get something to eat and possibly even feature local meat from Salem Prime cuts or goods from another store. Frank talked about having a bakery come to Salem (for example Angelo's from Colchester)
9. Adjournment:
- a. Our next meeting is March 18th at 7:30p.m. (we will meet in Room 2- as long as the meeting room is available)
 - b. Motion to adjourn: 8:53
 - c. Seconded Jenifer