



**City of Groton**  
295 Meridian St.  
Groton, Connecticut 06340  
860.446.4103

## **ECONOMIC DEVELOPMENT COMMISSION & TIF ADVISORY COMMITTEE**

**MINUTES**  
**March 6, 2019**  
5:30PM - 7:00PM

### **Agenda:**

#### **❖ Call to Order**

- a. Meeting called to order at 5:32 pm
- b. Attendance:
  - i. **Commissioners:** Cheryl Auerbach (Chairman), Annemarie Seifert, Vincent Antonelli, and Shelby Carlson
  - ii. **Liaisons:** Tina Daniels and Jamal Beckford
  - iii. **Staff:** Cierra Patrick

#### **❖ Introduction**

#### **❖ Minutes Approval**

- a. February 6, 2019
  - i. Motion to accept the minutes of February 6, 2019
  - ii. Motion: Shelby Carlson
  - iii. Second: Vincent Antonelli
  - iv. Decision: 4-0

#### **❖ New Business**

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- a. Staff Report:
  - i. Business Visitation:
    1. Letters were mailed out and visitations have begun
  - ii. Branding/ Marketing:

1. Staff recommends that the EDC host a branding workshop instructed by Miranda Creative where City of Groton, Groton Utilities, and other departments staff will:
    - a. Identify the City's resources and assets
    - b. Outline a communication and marketing plan
    - c. Define a marketing budget
    - d. Organize the scope of work for a branding partner, if we chose to pursue one.
  2. The fee is \$1800 for a 3 hr. workshop and proposed recommendations report. Commissioners would like to propose that the City of Groton and Groton Utilities split the cost of the workshop 50:50.
  3. Commissioners agrees to host a branding workshops and staff to continue to do pre- work in preparation for the workshop.
- iii. Resiliency:
1. The City of Groton Planning and Economic Development Department has teamed up with SeCTer, The Nature Conservancy, and UConn Resiliency Project to identify vulnerabilities; develop a strategy to engage businesses in continuity planning using the Open for Business EZ toolkit; and create a replicable strategy throughout the region.
  2. The EDC will host a workshop in either April or May where UConn inters will present their finds and educate the EDC, City staff, and local businesses on completing the Open for Business EZ toolkit.
- iv. Beautification:
1. Resident Anne Orkney has provided the EDC with concept drawings for beautification installations.
  2. The purpose of the drawings are to help initiate conversations among the EDC, City Departments, and the community that will lead to the creation of a place making proposal.
  3. Commissioners are very interested and want to move forward with effort.
  4. Initial staff ideas are to discover ways to link beautification installations (an Art trail) with the existing and desired bike/pedestrian paths found within the City 2019 POCD.
    - a. Staff needs to identify the type of installations, work with property owners on agreements to install, and host an art contest to involve the community in the creation of this art trail.
- v. Tax Increment Financing:
1. The Town TIF Advisory endorsed the City TIF on Feb 26<sup>th</sup>
  2. The Master plan will be before the Town EDC on March 7<sup>th</sup> for their endorsement.
- vi. Thames River Reconnection: will host a public workshop on May 9<sup>th</sup>  
@6:30pm

- vii. The City's Business page has been updated.
- viii. Business Soft-Cost Grant
  - 1. Camion and Associates are reviewing our BSC Grant and will follow up with suggestion.
  - 2. City staff will be reviewing the host of incentives available to Groton Business including the Towns Economic Assistance Fund, Tax Abatement program, and TIF to compare benefits and goals. Will identify gaps that when addressed will prove beneficial to both the community and investors.
- ix. Report on Projects/ Construction in The City of Groton

❖ **Public Comments**

❖ **Adjournment**

- a) Shelby Carlson moved to adjourn
- b) Annemarie Seifert Seconded the motion
- c) The meeting was adjourned at 7:00 pm

Submitted by Cierra Patrick