



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

ECONOMIC DEVELOPMENT COMMISSION & TIF ADVISORY COMMITTEE

MINUTES
April 3, 2019
5:30PM - 7:00PM

Agenda:

- I. Call to Order**
 - a. Meeting called to order at 5:40pm
 - b. Attendance
 - i. Commissioners: Cheryl Auerbach (Chairman), Annemarie Seifert, Miles Dull, and Shelby Carlson
 - ii. Staff: Cierra Patrick
- II. Introduction**
- III. Minutes Approval**
 - a. March 6, 2019
 1. Motion to accept the minutes of March 6, 2019
 2. Motion: Annemarie Seifert
 3. Second: Shelby Carlson
 4. Decision: 4-0
- IV. New Business**
- V. Old Business**
 - a. Staff Report
 - i. Report on projects in the City:
 1. Zoning regulation have been amended effective today: major changes include a reformatting to make the document more user friendly and section 9.3: where the City Planner is granted

the authority to review and approval site plans in non-residential districts.

- ii. Tax Increment Financing:
 - 1. The City Mater plan was endorse by the Town EDC on March 7th. On March 18th there was a joint council meeting where the TIF master plan was presented. A vote was made to hold a public meeting in September.
- iii. Resiliency:
 - 1. In partnership with SeCTer and UConn interns EDC will host a presentation on SeCTer's Open for Business Toolkit (staff will send the old version to you via email) the structure and agenda of the presentation is TBD. Based on FEMA maps and possible willingness to participate staff identified the following entities to assist in business continuity awareness and preparation efforts in the City.
 - a. City Of Groton
 - b. Groton Utilities
 - c. SeCTer
 - d. UConn Avery Point
 - e. Pine Island Marina
- iv. May Meeting
 - 1. Has been rescheduled for May 8th @ 5:30-7:00pm
- v. Branding/ Marketing
 - 1. Round 1 of interviews for GU's Manager on Communication and Community outreach have just completed. In the coming weeks staff hopes to learn more about the status of this position and start date of personnel.
 - 2. With discussion with the Mayors office and the Director of GU this new position and Economic Development staff will work closely together on developing and implementing a Branding/ Marketing & Communication Plan for the City of Groton. Thus, staff has decided to hold off on the branding workshop until the position has been filled.
 - 3. The City of Groton and Groton utilities will share the cost of the workshop (\$1800) and an initial budget of \$25,000 50/50.
- vi. Placemaking/ Beautification
 - 1. Based on the support and enthusiasm last month in regards to the renderings. Staff will create a plan and propose an implementation strategy that involves other city departments and projects, addresses funding, and identifies maintenance requirements.
 - 2. Commission members voiced their desire to move forward with this initiative identifying welcome areas and gateways into the City as an initial project to build from. This project will include proposals for a landscape redesign, infrastructure improvements, and wayfinding signage.

3. In the meantime, the EDC and Staff will work with local landscaping professionals to enhance the EDC's current planter program. The EDC has 14 planters, based on planter locations and greatest visual impact the EDC will analyze if further investment is needed in this program.

VI. Public Comments

VII. Adjournment

- i. Miles Dull moved to adjourn
- ii. Shelby Carlson seconded the motion
- iii. The meeting was adjourned at 7:15 PM

Submitted by Cierra Patrick