



Minutes
May 4, 2022

I. Call to Order & Roll Call

- a. Meeting called to order at 5:32 PM
- b. Commissioners: Margaret Hirsch, Matthew Longo, Jason Rusk, Annemarie Seifert
- c. Staff: Cierra Patrick
- d. Liaison:
- e. Presenter/Guest:

II. Introductions

III. Approval of Minutes

- a. All
 - i. Motion to accept the minutes of March 2, 2022, April 2, 2022 and April 21, 2022
 - 1. Minutes will be routed for review by the end of the week

IV. Public Comments

V. New Business

VI. Old Business

- a. EDC Working Groups
 - i. Coastal Vulnerability – Next meeting TBD
 - 1. No Meeting in April
 - 2. Cierra Patrick attended a presentation by Coast Guard Academy cadets regarding Eastern Point Beach and the area
 - a. Discussed public and private property owner responsibilities
 - 3. Starting to identify potential projects and providing community education.
 - ii. Pedestrian & Bicycle Network Assessment – Next meeting TBD
 - 1. No Meeting in April
 - 2. Complete Streets workshop held in April
 - a. Will be seeking a grant to implement a pilot project
 - 3. On June 2, the Town of Groton is holding a discussion on age-centric planning
 - iii. Thames Street Planning – Next meeting TBD
 - 1. No Meeting in April
 - 2. Furthering community efforts for the façade improvement projects
 - 3. Cierra Patrick is proposing a workshop in June for business owners to review the Façade Improvement Grant Program
 - iv. Groton City Programming – Next meeting TBD
 - 1. Southeastern Arts Coalition is engaged
 - a. Outlining a Public Art policy for the City of Groton
- b. Staff Report:
 - i. Economic Development Week – May 9th – May 13th



- I. Mayor Hedrick will sign a proclamation to establish the week as Economic Development Week
 - a. Celebration will include social media posts highlighting the staff and work of the EDC
 - b. Updates on ongoing projects will be provided
 - c. Communication on how to engage with the EDC and staff
2. May 23rd, 5:00 – 8:00 pm Community Resilience Plan Open House & Presentation
 - a. Open House and Presentation to City Council
- ii. Project Status Update
 1. Community Resiliency Plan
 - a. Plan is not finalized
 - b. Cierra will provide a copy of the plan to the Commissioners
 - c. Concept projects will be assessed, and next steps will be identified
 - i. Rain Garden at the Municipal Building will be a Public Works project and will be used to understand the process for implementing such a project
 - ii. Birch Plain Creek Trail – will be applying for a grant to further trail development
 - iii. Tree plantings at Washington Park
 - iv. Shore Avenue
 2. Visioning Thames Street
 - a. Placemaking action plan is finalized
 - b. Cierra Patrick will distribute to Commissioners
 - c. Staff is working on identifying next steps, along with working with Parks and Recreation to initiate some improvements at the park
 - i. Focus will be on parking and signage on Thames Street
 3. Strategic Communications
 - a. The project is wrapping up soon
 - b. Tagline workshop held in April
 - c. Miranda Partners is re-assessing their community engagement for establishing the Groton City tagline and branding
 - d. Deliverables for the PR phase of the project are also completing
 - i. Will address advertising Groton City on partner and regional websites and public presence vehicles
 4. Bridge Street Gateway Improvements & Complete Streets Planning
 - a. Wrapped up community engagement
 - b. Staff is working to identify a demo project
- iii. Economic Development Grant Program
 1. Grant program was approved April 21, 2022, and will go into effect May 9, 2022



2. Cierra Patrick will be holding a workshop for Groton City business owners on June 8, 2022, 6:00 – 7:30 PM

iv. TIF

1. Nothing to update

v. Report on Projects in the City

1. Nothing to update

vi. Communications

1. Groton City Business Update distributed this week

VII. Additions to Agenda

a. Discussion about using Bluedot Business Retention Software Platform

i. A collaboration tool to track interactions with businesses by EDC staff or Commissioners

ii. Allows the City and EDC to work together, participating in tasks and staying up to date with outreach work

b. Volunteer Opportunities coming in June – Planters and Sidewalk Chalk Art

VIII. Adjournment

Moved to adjourn: Matthew Longo

Seconded the motion: Annemarie Seifert

Meeting adjourned at 6:38 PM

Submitted by: Margaret Hirsch

