



City of Groton
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Groton, Connecticut 06340
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ECONOMIC DEVELOPMENT COMMISSION & TIF ADVISORY COMMITTEE

MINUTES

July 7, 2021

5:30PM - 7:00PM

Agenda:

- I. Call to Order @ 5:35PM**
 - a) Present: Jason Rusk (Chairman), Cheryl Auerbach, Margaret Hirsch, & Nishant Sahoo
 - b) Liaison: Tina Daniels
 - c) Staff: Cierra Patrick
- II. Introduction**
- III. Minutes Approval**
 - a) June 16th 2021
 - Motion to accept the minutes of June 16th 2021
 - Motion: Cheryl Auerbach
 - Second: Margaret Hirsch
 - Decision: 4-0-1
- IV. New Business**
- V. Old Business**
 - a. EDC Working Groups ~ Upcoming Meetings & Notes
 - i. Coastal Vulnerability
 - Community Resiliency Building Workshop Part 2: TBD
 - The June 29th Workshop was a success. Roughly 25-30 people participated and The City was able to receive some insightful feedback on vulnerabilities and potential action steps. Since the

2019 CRBW City Departments have begun assessing concerns and anticipate by end of 2021 or early 2022 the City will have a good assessment of potential impacts to infrastructure. Staff noted the collaboration that's taking place internal and externally to achieve this goal.

- Staff noted that the resiliency conversation is board and aims to do more outreach and education with the community to further discuss the perspectives of a publicly owned utility company, municipal departments, property owners, business, and residents.
 - ii. Pedestrian & Bicycle Network Assessment
 - July 21st from 4:00-5:00pm @ City Hall
 - Public Works & Planning & Economic Development are collaborating on assessing and planning for road improvements. Public Works is conducting ongoing improvements. Planning & Economic Development will work with the community to further explore improving connections for pedestrians and cyclist throughout the City.
 - Parks & Rec has also shown interest in establishing a Groton City Walking Group
 - iii. Thames Street Planning
 - July 28th from 5:00-6:00pm @ City Hall
 - iv. Groton City Programming
 - July 14th from 4:00-5:00pm via Zoom
 - v. Other Upcoming Meetings:
 - Community Design Workshop ~ Thames Street July 15th from 5:00-7:00pm @ Thames View Park. Staff will be discussing the 4 P's Placemaking, Pedestrian & Cyclist, Parking, and Programming
- *Commission Feedback: Staff will circle back with Tina to collaborate on sending out communication via emails and letters to residents and business for workshops. Staff will look into setting up community events on Facebook and look into incorporating food trucks or ice cream trucks at workshops.

b. Staff Report:

i. Project Status

- Strategic Communications:
 - a. Thus far the City has successfully established and distribute a bi-weekly digital newsletter with fresh content from departments.
 - b. Brand Standards, for professional use, have been proposed and will be vetted through departments to incorporate them. Miranda Creative will propose brand standards that can be used for community engagement and events.

- c. The City internal communications team will begin working with the Miranda Creative team to conduct staff trainings and discuss future management plans.
 - d. Commissioners noted that this effort is unique in that it develops and combines news content from the City of Groton (a traditional municipality) and Groton Utilities (a public utility). Commissioners recommend that professional services consistently work with City staff to help maintain standards and Newsletter outreach. Staff noted that content is developed in house and how helpful it is to have an extra set of eyes focused on content messaging from the perspective of our audience and that the additional support is provides to staff.
 - Visioning Thames Street:
 - a. The contract with Ninigret partners has been signed off and staff is coordinating project meetings. The July 15th Community Design Workshop will help set the tone for this work.
 - JLUS Parking Study:
 - a. Staff is awaiting a draft of the first few chapters of the report from the consultant.
- ii. Tax Increment Financing District
 - Staff noted that ongoing initiatives and working group task will be incorporated into the TIF District Master Plan.
- iii. Economic Development Grant Program
 - City Council approved the programs policy and producers.
 - The Business Soft cost and Minor Façade improvements are included and the program is now open to existing businesses.
 - The subcommittee approved the application and the commission recommends moving forward Presila Bejo's (Auto Paint Protective) Business Soft Cost Grant application to City Council for final approval.
 - Work with GU customer service on developing a commercial/ business move-in packet providing valuable information. Similar to GU existing resident move-in packet.
- iv. Projects in the City
 - Staff recommends commissioners to tune into the Planning and Zoning Commissions meeting. Commissioners may want to tune in towards the end of the meeting and catch the City Planners presentations on zoning regulations. Leslie Creane, City Planner, presented at the last Planning & Zoning Commission meeting as well as the last Committee of the Whole meeting.
- v. Communications
 - City Day will be taking place August 6th from 5:00-9:00pm. Swing by the Planning & Economic Development tent.

- Groton City Brew Run on September 12th from 1:00-4:00pm
- Make Music Day of New London's work.
- Southeastern Cultural Coalition organizes "Make Music Day" in New London. June's event was the kick off for in person arts and cultural events. The Groton City Program working group could further explore options in the City.
- Commissioners discussed New London's Eat in the Street's event and the pop-up business on New London's downtown pier.

VI. Public Comments

VII. Adjournment

Jason Rusk moved to adjourn

Cheryl Auerbach seconded the motion

The meeting was adjourned at 7:07 PM

Submitted by Cierra Patrick