



## City of Groton

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# ECONOMIC DEVELOPMENT COMMISSION & TIF ADVISORY COMMITTEE

### Special Meeting Minutes

July 15, 2020

5:30PM - 7:00PM

**\*This meeting was not called to order**

- a) Present: Jason Rusk (Chairman), Cheryl Auerbach, Margret Hirsh, Nishant Sahoo, Jamal Beckford & Tina Daniels
- b) Staff: Cierra Patrick

## **II. New Business**

- a) Building Consumer Confidence- Local Business Video Series
  - The Commission continued conversations on a community engagement effort to help boost consumer confidence and awareness of local businesses. The commission will pilot this effort on Bridge St. and then proceed to other City neighborhoods such as Thames Street, Five Corners, etc.
  - What does success look like?
    - Get as many businesses in the City of Groton an updated digital presence.
    - Valuable business outreach
  - Videos will highlight business owners describing their product/ service, history, etc.
  - How will we handle updates?

- General questions/ information will be updated as needed. EDC seeks to remain in contact with business owners to receive updates.
- Moving forward the EDC desires to continue highlighting businesses thus videos are recommended to be updated yearly to keep content fresh.
- What's the projects hashtag?
  - Commissioner Rusk will look up existing hashtags.
  - Example: #CityofGrotonPride
- What metrics and or measurements will we monitor?
  - Make contact with 90% of City businesses
  - 10% business participation
  - 50 views on each video
  - Time till first customer mentions they saw the video
  - Use of a URL shorting service to track clicks. Staff will follow up with GU Communication Manager.
- This effort is focused on exposure
- Create a handout for Commission members
- Staff recommends the creation of a central hub for all videos on the City of Groton Business page utilizing ESRI Story map software. Commission agrees but will like the pilot focus to remain on social media with a goal of implementing the story map during Fall 2020.
- Will post be individual businesses or neighborhoods?
  - The approach to video posting will be a neighborhood pre week from August- September. The number of participating businesses will determine the number of post pre week in each neighborhood series.
  - The EDC needs to provide background about each neighborhood. Great opportunity to describe unique characteristics of each neighborhood.
- Staff will do an introduction video to explain the overall program and approach.
- Actions Items:
  - Commissioner Rusk will research existing hashtags used for the City of Groton
  - Liaison Daniels will review current list and provide any updates.
  - Staff will create one pager highlight this effort, create a handout for Commissioners, make contact with businesses along Bridge Street, and make a schedule.

**\*This meeting ended at 6:37pm**

Submitted by Cierra Patrick