



Minutes  
August 4<sup>th</sup> 2021

**I. Called to Order @ 5:35PM**

a. Roll Call

- Commissioners: Jason Rusk (Chairman), Cheryl Auerbach, Margaret Hirsch, Annemarie Seifert & Nishant Sahoo
- Liaison: Tina Daniels
- Staff: Cierra Patrick

**II. Introductions**

**III. Approval of Minutes**

a. July 7<sup>th</sup> 2021

- i. Motion to accept the minutes of July 7, 2021
- ii. Motion: Cheryl Auerbach
- iii. Second: Margaret Hirsch
- iv. Decision: 5-0

**IV. New Business**

**V. Old Business**

a. EDC Working Groups

i. Coastal Vulnerability

- Part 2 of the Community Resiliency workshop to be held Aug 12<sup>th</sup>
- Will build off the June 29, 2021, workshop to discuss further options
- Will be open to the broader community, other Groton commissions and City of Groton departments

ii. Pedestrian & Bicycle Network Assessment

- Want to do a street audit to look at sections of the city to determine possibilities and issues with those sections as it relates to pedestrian and bicycle use
- Looked at areas around Fort Griswold, extended to Baker St neighborhood, Washington Park, and the Gateway (including walkway to Bridge)
- Looked for ways to improve safety for pedestrians and bicyclists
- Using the ¼ mile radius concept to target areas for discussion

iii. Thames Street Planning

- Did not meet in July
- Kick-Off meeting with Ninigret Partners for Visioning Thames Street initiative
- Consolidating feedback from Community Workshops



iv. Groton City Programming

- Discussed ideas for City Programming
- Discussed the opportunity to research what other communities are doing by visiting events in nearby towns and cities
- Will explore a public art program, with discussions to get input from the community and local artists

b. Staff Report:

i. Project Status Update

- Parking Study being done by Southeastern CT group
  - a. Focusing on EB and its impacts to parking in the areas around their facility
- There has been reporting on the Community Workshops being conducted.
- Strategic Communications
  - a. Entering the 2nd year of having a strategic communication plan in place is showing success
    - i. Brand standards created and being utilized
    - ii. City Newsletter is being published regularly
    - iii. Two logos for the city have been developed – Formal and Informal
    - iv. Photo shoot and points of interest around the city was successful. Images reflect the beauty and diversity of the City.
- Welcome to the City Initiative
  - a. Should be getting updated renderings of the Gateway concept soon.
  - b. How do you improve the wayfinding, and navigation to businesses and attractions in the City?

ii. Economic Development Grant Program

- Last meeting agreed on the Automotive Protective business

iii. Communications

- City Day is Friday, August 6th. Planning and Development will have a booth with materials to show how BlueTech is kicking in.
- Brew Run is coming up on September 12, 2021
  - a. Would the participants be a potential target for a workshop?
- Bridge Street Community Workshop is next on the schedule, time to be determined



- VI. Additions to Agenda**
- VII. Public Comments**
- VIII. Adjournment**

Anne-Marie Seifert moved to adjourn  
Nishant Sahoo seconded the motion  
Meeting adjourned at 7:00PM

Submitted by: Margaret Hirsch & Cierra Patrick

