



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

MINUTES

September 2, 2020

5:30PM - 7:00PM

Agenda:

I. Call to Order @ 5:37pm

- a) Present: Jason Rusk ~Chairman, Cheryl Auerbach, Annemaire Seifert, Margaret Hirsch, and Nishant Sahoo
- b) Staff: Cierra Patrick~ Economic Development Specialist
- c) Guest: Igor Boris

II. Minutes Approval

- a) August 5, 2020

Motion to accept the minutes of August 5, 2020

Motion: Jason R.

Second: Margaret H.

Decision: 3-0-1

III. Old Business

- a) Business Spotlights

- Chairman provided an overview/update. This project has gotten off to a slow start as both staff and chairman have been “running flat out” on daytime job duties. Next steps are to make contact with businesses along Bridge St. and create spotlight clips that will be utilized on City of Groton online platforms.

- b) Staff Report ~Economic Development Specialist

- Promote Economic Development

- Staff discussed the importance of creating online educational resources to explain the various efforts and projects taking place in the City of Groton, specifically those efforts and projects under the Planning and Economic Development Department. Outreach/Marketing trends prove that video clips of 30 seconds or less can reach a border audience, capture viewers' attention, and if done correctly will help keep members of the community engaged.
- Strategic Marketing & Community Resiliency Plan
 - Staff updated commission on the number of amazing proposals for both efforts and looks forward to moving these projects forward. Consultant selection committees will be wrapping up shortly. Staff will present recommendations to council.
- Complete Street: Functionality and Tactical Urbanism Pilot
 - Staff pitched to the Thames River Innovation Place Board for funding on projects under the Planning & Economic Development Department and to launch a series of community engagements and placemaking efforts to foster economic and community development.
 - Chairman & Staff discussed commission function and role. Chairman addressed the commissions function as advisory to the council on how to proceed (plan and implement) projects and funding support. Staff addressed the commission role as a convener. Moving projects/efforts forward while also creating a safe, efficient and focused way to engage with stakeholders (Community Advocacy and Planning Participation)
 - Chairman requested project educational resources for in between meetings and designated time to review projects. Staff agreed to accommodate and also recommends that commission members to visit <http://cityofgroton.gov/PED/> for more information on projects.

IV. Public Comments

V. Adjournment

Jason R. moved to adjourn

Margaret H. seconded the motion

The meeting was adjourned at 6:30 PM

Submitted by Cierra Patrick