



Minutes
October 6th 2021

I. Call to Order at 5:34PM

a. Roll Call

- i. Commissioners: Jason Rusk (Chairman), Cheryl Auerbach, Margaret Hirsch, Matthew Longino & Nishant Sahoo
- ii. Liaison: Tina Daniels
- iii. Staff: Cierra Patrick

II. Introductions

III. Approval of Minutes

IV. New Business

V. Old Business

a. EDC Working Groups

i. Thames Street Planning

- Session was held at Thames Review Park on September 29th
 - a. City historian presented on the evolution of businesses on Thames Street, and what might be able to be recreated and what could be built upon for future of Thames Street
 - b. Next session will be October 21st from 3:00 – 6:00 pm at Thames View Park

ii. Groton City Programming

- Continued discussion on how to build a community art program in the city
- Looking at opportunities to take advantage of funding options available
- Will work with ... to collaborate on plans
- Discussed how art is integrated into existing infrastructure
- Discussion around developing a guideline/policy for art programs

b. Staff Report:

i. Project Status Update

- Community Resiliency Plan
 - a. Reconvened October 6 with the consultants and staff
 - b. New consultant joining to support this work
 - c. Looking at funding and CIP planning
 - d. There were DEEP workshops held in September
 - i. Looking at future topics for conversations with the community
 - ii. Looking at projects to execute or seek funding for



- Visioning Thames Street
 - a. Workshop on October 21st being planned, will be first of three – goal is to do community outreach
 - i. Streetscape, programming, etc.
 - ii. Looking for recommendations and funding by April
 - iii. Will look to get a mailing out soon
 - b. Next workshop will be in December, followed by one in February
- Strategic Communications
 - a. 2nd photoshoot will be held October 14th
 - b. Survey responses are guiding subject matter – staff working and businesses around town
 - c. Newsletter is reaching more people and the click through rate is about 40%
 - i. Will look to see what folks are clicking on
 - ii. Look at ways to drive people to more content
 - d. Brand guidelines with how to use either version of the logo – formal and more casual
 - e. Miranda Creative will be giving an overview of the project to the City Council on October 25th
- JLU\$ Parking Management Plan
 - a. The consultant working with COG presented recommendations for a potential parking garage to the City of Groton staff. There are open questions being addressed.
- ii. Economic Development Grant Program
 - a. Language will be added to the grant to state that payment will happen at the time the Certificate of Occupancy is granted. Other considerations of approvals should be looked at as a milestone for getting a grant paid out.
- iii. Tax Increment Financing District
 - Nothing to report
- iv. Projects in the City
 - Nothing to report
- v. Communications
 - Make a suggestion to align zoning language with the towns, even though the rules might be different, eg. Acronyms and Definitions



- Planning and Zoning will be reviewing a section of the zoning laws per meeting over the next few meetings
- Check out Doing Business page to view upcoming workshops geared at Small Business Owners, Entrepreneurs, etc.
- Upcoming Events:
 - a. Farmers Market – Every Tuesday, 3:00-6:00 PM @ Washington Park
 - b. ARPA Funding Open House – October 19th – 1:00-3:00pm at City Hall and 6:30p-8:30pm at the Groton Senior Center
 - c. Planning & Zoning Commission – October 19th
 - d. CEDAS Annual Meeting – October 20th
 - e. 3rd Annual Scarecrow Trail – October 20th to November 3rd

VI. Additions to Agenda

VII. Public Comments

VIII. Adjournment

Matthew Longino moved to adjourn
Nishant Sahoo seconded the motion
Meeting adjourned at 7:02PM

Submitted by: Margaret Hirsch & Cierra Patrick