

TOWN OF BOLTON
Economic Development Commission
Special Meeting Minutes
October 27, 2020 @ 7:00 p.m.
Virtual Meeting utilizing Zoom

Commission members in attendance were Milton Hathaway and Cathy Teller. Town Administrator Joshua Kelly and one member of the public were also in attendance.

1. **Call to Order:** Acting Chairman C. Teller called the meeting to order at 7:08 p.m.

2. **Public Comment:** None

3. **Approval/Modification of Minutes (2/25/2020, 8/26/2020, 9/29/2020):**
Tabled to a later date due to lack of quorum.

4. **Discussion of the regional economic vitality plan for the Towns of Bolton, Coventry, Mansfield and Tolland-IMPLEMENTATION**
J. Kelly is working with Patrice Carson on an MOU to set up one steering committee for all components of the plan that will include members from all four towns. P. Carson and J. Kelly are on the steering community with a third person yet to be named. J. Kelly asked if there was any interest from the EDC members to join the steering committee. Everything is preliminary at this time. Tasks are listed in an Excel spreadsheet in chronological order. The tasks are scheduled to be completed by June 2021.

C. Teller asked if all four towns have accepted the plan. J. Kelly replied yes but he is not sure if they have signed on to the MOU. She also asked if the Excel chart is similar to what was in the report. J. Kelly replied yes and now it is able to be sorted. M. Hathaway stated that he hopes that this plan is not another that just ends up being shelved.

J. Kelly thinks that by working with the three other towns, it will help to keep the plan on track. He is hopeful that it will go forward. There is a possibility of hiring an economic development specialist to be shared between the four towns.

5. **Economic Development Comparison Summary-M. Hathaway**

C. Teller thought that this document would be a request to be sent to the BOS to hire someone to work on Economic Development. The plan from the last meeting was to present a formal letter to the BOS. Although a lot of research was put into M. Hathaway's summary, a formal letter needs to be submitted to the BOS by year end. M. Hathaway will be working on this.

6. **Branding Campaign-J. Kelly (C. Teller)**

J. Kelly spoke about the Branding Campaign. This was an idea that was brought up last December and it goes hand in hand with the Economic Development Plan. The branding campaign will strive to promote a cohesive message when you are on town property. Town meetings and activities are already well promoted on the town website. Branding will help to market the town. There is currently no logo or a plan to promote the town as

a perfect midpoint between Hartford and Storrs. The town parks are not marketed well and many people are not familiar with the town itself.

A subcommittee is working with a designer on a logo. This will not replace the Town seal which is required by State statute. The logo will be identifiable from a distance. Typesets, fonts, the Town website, etc. will all use the logo to help tie everything together. Visitbolton.org is an idea for a partner website to promote activities and businesses in town. Businesses have been contacted to see if they would like to be involved to promote businesses in a positive light to town residents and visitors. It's an ambitious plan but taken step by step it is a possibility. AdvanceCT will work with Bolton to make sure that the brand flows with surrounding towns.

C. Teller asked what has been accomplished since December. Josh said that the process hasn't gotten too far. It took a few months to convince the BOS of the idea and then the Town hall was shut down. He expects to receive sketches tonight from the vendor. They will be reviewed at a subcommittee meeting tomorrow night at 8:00. He hopes to have approval for a final design by January 2021 with implementation by February 2021.

Many community members are on the committee along with Mr. Kelly, Patrice Carson and Gary Silver. C. Teller asked who on the committee besides J. Kelly has experience with branding. He replied that two of the other members have branding and marketing experience. C. Teller noted that this is the third attempt to have a branding campaign. The first two attempts were spearheaded by the EDC but without hiring a professional, there was a lack of experience and time on the part of the EDC. It's not just about a logo or design but you have to determine what is special about the Town. She asked if the subcommittee actually takes minutes as she didn't see them on the town website. J. Kelly replied that the minutes should be on the website but they were not posted for the last two meetings. She is disappointed that the EDC was not informed about this branding campaign. J. Kelly did not know the history of the EDC trying this before. The process hasn't gone too far so there is opportunity for the EDC to become involved. The First Selectman set up the subcommittee with people that have branding experience but have no preconceived notions about what this should look like. J. Kelly feels that the branding campaign could attract more members to the EDC.

The First Selectman wants to have a meeting with all of the Commissions later in the year to share ideas and see what other committees are doing. J. Kelly also feels that C. Teller and M. Hathaway should make some time to sit down with J. Kelly, P. Carson and Jim Rupert to see how that EDC can work together with the Town.

7. Upcoming Vacancies

B. Anderson and A. Ansaldi and have indicated their intent to resign from the EDC. Commission vacancies will be mentioned in the next few issues of the Bolton Bulletin. The branding campaign may attract more members as well.

8. Announcements

a. Next Regularly Scheduled Meeting is on Tuesday, December 1, 2020

Note: There is no EDC meeting in November, 2020

9. Adjournment

C. Teller made a motion to adjourn the virtual meeting at 8:17 p.m. M. Hathaway seconded. The motion passed unanimously 2:0:0.

Respectfully submitted,

Leslie J. Brand

Leslie Brand, Board Clerk

Please see the minutes of subsequent meetings for the approval of these minutes and any corrections hereto.