

Economic Development Commission

MARCH 8, 2018

Town Hall Meeting

Members attending: Larry Hannafin, Libby Borden (presiding), Sue Frisch, Jon Riedeman, new member Tom McGowan, Pete Anderson

1. February minutes approved with additions from Steve Melville to follow.

Libby proposed changing the meeting time from 5:30 to 5:00 pm, motion made by Pete, seconded by Larry Hannafin, motion carried, effective for April meeting.

2. Welcome to Tom McGowan, new member who spoke about real estate: see attached notes.

3. Libby confirmed that she had submitted the EDC budget request for 2018-19 as agreed. Libby encouraged committee to spend \$1000 from 2016-17 budget on a consultant for WIN. The committee agreed. Pete asked how to measure success of

4. Botelle presentation with Dr. Mary Beth Iacobelli, Sally Carr and Ann DeCerbo:

Superintendent Dr. Iacobelli said there were currently 100 students at Botelle and an estimated 90 for next year. The school has multi-age classes. It no longer can afford a language teacher but it has a strong music and art programs as well as nature. The school has a community garden and an excellent afterschool program.

Ann DeCerbo said that the school has a public relations problem. Tom suggested doing a video on the school to show its positive qualities. A discussion ensued.

Meeting closed at 7:45pm

Respectfully submitted

Phylis Bernard

Notes for EDC Meeting (Norfolk CT.) 03/08/2018 from Tom McGowan

25 Years ago Celia and I drove through Norfolk and knew this was the place to grow old.

We never wanted the town to change in any way.

Upon joining the EDC in Norfolk one of the questions I was asked was how do we bring more people to Norfolk,

"Bring more people to Norfolk" what does this mean?

To shop ?

To live...?

To dine..?

To enjoy entertainment, recreation. Etc.?

The #1 key to getting people here is advertising.. And, once they are here, delivering on what we promoted in our advertising.

Infinity/Yale/the Car Show, Haystack Mountain, Dennis Hill and of course WIN to name a few are attractions but there should be more.

If we say we have shopping... we need more shops. We have that ability if that is what is desired.

We have retail zoning if we want to utilize it.....that means change.....????

Celia and I recently drove to Lenox to see how they are doing with their expansion of retail into the residential area and they look good and are doing fine. We do not have to do that as we already have retail zoning that is unutilized. It's a choice.

Getting people to move to Norfolk ?..... we can attract more people, but.... again that means innovation via additional dwellings etc. and of course more change.

We have the land and we can do it... not talking housing developments in the typical sense of the word.

I recently sold a house in another town with a much higher rated school system than Norfolk's, to a young Norfolk family because Norfolk did not offer any housing that was innovative and affordable.

(meaning 300-400K) newer with modern amenities and no worries. We have few of those.

This is so they can focus on raising a family and working.

Affordable and designed with ease of living, stand alone or cluster housing can be accomplished in a noninvasive way which will cater to both younger families and an aging population that want to stay in Norfolk but no longer want to maintain a large home and grounds.

Regarding the young families this means having a school system that is a strong progressive growing vehicle for our children's education. The aforementioned family that left Norfolk hated to leave, but the school system (lower enrollment, combining grades etc.) was one of the reasons they stated, besides the lack of housing catering to the younger lifestyle.