



**TOWN OF NORFOLK
ECONOMIC DEVELOPMENT COMMISSION**

January 9, 2020

5:00

Minutes – DRAFT

Present: Libby Borden, Bill Brown, Sue Frisch, Larry Hannafin, Jim Nelson
Absent: Pete Anderson, Marie Lowe, Tom McGowan, Jon Riedeman, Kathy Williams

Libby called the meeting to order at 5:00.

The minutes of the meeting of November 14, 2019 were approved.

The meeting schedule for 2020 was approved.

The EDC has decided to postpone a decision on CivicLift

The EDC initiated a discussion of the Mountain View bakery proposal. EDC takes no position in this matter but defers to individual members who can attend the P&Z hearing on 1/14.

Branding

- Bill reviewed the progress of the ad hoc committee on Norfolk branding and said that our next meeting will be with Janet Carlson, One Eleven Group, on January 23 at 4:00 at Norfolk Hub. All are invited.
- He then discussed his recent meeting with Jim Nelson, Melvin Chen and NCMF about branding. Jim went on to say that NCMF has hired **kmv digital**, with social media expertise to fill every seat in the shed next summer. The EDC and ad hoc branding group would like to piggyback with this endeavor, and discussed having an event in October highlighting Haystack Books, NCMF and Yale Art in Norfolk to celebrate Norfolk as a cultural mecca.
- The EDC voted to contribute \$2,000 to NCMF.

Beautification

- Marie Lowe requested a \$400 contribution from the EDC for the Community Association to pay for an insert in Norfolk Now highlighting everything CA has done to help beautify Norfolk. The EDC approved the request for \$400.
- Kathy Williams, who is working on the Lady Bird Johnson Wildflower parcel, sent some material on the Pollinator Pathway movement and will bring more information at the next meeting.

Fiber Optics – Fiber Optics has an enthusiastic ad hoc group which is moving forward on analyzing the costs per household for fiber optics vs. current costs for services.

WIN – Winter WIN is also moving forward with ten events scheduled for Saturday, February 22 and nine for Sunday, February 23.

DOT – Larry reported that the DOT group still has the speeding gun and will gather more information with it once the weather improves. He also said that every school on CT Route 44 in our area has a speed limit of no more than 25mph. He is working with Botelle School to get the DOT to reduce the speed to 25 mph in the Botelle school zone.

Train – Bill encouraged everyone to get on the Train Campaign e-mail list.

Botelle School – Libby said that there is a newly-formed group, The Botelle Advisory Group, initiated by Mike Sconyers, chair of the Board of Finance, to be liaisons between BOF and Botelle School. The group includes Nina Ritson (BOF), Leslie Battis (BOF), Libby Borden (EDC), Joe Hurst (NF), Ginger Prisco (Botelle) and John DeShazo (Botelle).

The meeting was adjourned at 5:50.

Libby Borden and Bill Brown