

TOWN OF NORFOLK
ECONOMIC DEVELOPMENT COMMISSION
JUNE 20, 2019

MINUTES--DRAFT

Present: Pete Anderson, Bill Brown, Sue Frisch, Tom McGowan, Kathy Williams

Bill called the meeting to order at 5:00.

The minutes of the May 9, 2019 meeting were approved.

A robust discussion was held regarding 2019 town Plan of Conservation and Development—with the objective of identifying areas of economic development expressed in the plan that would be appropriate for the EDC to pursue as future “signature projects.” The following emerged as primary candidates for action:

1. Branding the town via association with special interest attributes (e.g. hiking with Rails to Trails) as well as “packaging” (e.g. landscaping).
2. Building relationships with P&Z and Board of Finance individual members via regular informal discussions (e.g. lunches) to lobby for specific areas of cooperation (e.g. new commercial zoning for restaurants in residential areas such as Rt 272 North) and increased funding for our projects from the town budget.
3. Promoting historical architecture as a means of attracting home buyers through targeted PR and grant funding acquisition.
4. Attracting more part time residents (weekenders) as a path to incremental tax revenues.

Next steps are:

1. Commissioners to provide project preferences—from above list or among other ideas discussed—via email to review at July meeting. Projects to be activated will be determined then.
2. Initiate joint meeting with Community Association, at the Hub and open to all, to discuss “packaging” as one means of branding the town.

A \$200 donation to the Greenwoods Puppet Festival was approved.

The meeting was adjourned at 6:05

Bill Brown

