

TOWN OF NORFOLK
ECONOMIC DEVELOPMENT COMMISSION
February 13, 2020

Minutes

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

Bill called the meeting to order at 5:00.

The minutes of the meeting of January 9, 2020 were approved.

- EDC voted to approve proposal to sponsor "Saving the Planet" conference at the HUB on April 6, 2020.
- EDC voted to renew Community Membership in the HUB.
- Bill advised membership to review POCD, particularly section on recommendations to EDC in preparation for discussion, led by Tom Fahsbender, to be held at the March EDC meeting.
- It was agreed that the recent Mountain View Bakery variance application raised an important question regarding the EDC's role in similar developments in the future: should the EDC take a formal, publicly-voiced position in such matters? Subject to be discussed in future meetings.

Branding

Libby, Bill and Pete attending a meeting with Joe Hurst to discuss proposed branding campaign for the town. Joe to discuss funding the project with BOD of Norfolk Foundation and scope of work to be developed. It was recommended that an outside marketing firm be retained to lead the project and execute the campaign.

Attending First Selectman, Matt Riiska, raised concerns of perceived favoritism voiced by the Office of Selectmen regarding EDC's approval of \$2,000 contribution to Norfolk Chamber Music Festival. Festival's planned promotion to attract younger audiences and its overall significance as a key branding element for Norfolk's future was acknowledged and issue was put to rest.

Page Two
EDC Minutes
2/13/20

Community Association

Marie reported that CA is making a concerted effort to raise town awareness of the important work they do. Current plans include mounting an ad campaign to that end. Fund raising for restoration of the WW Monuments is top priority to project for 2020. Matt Riiska reported that plans are in the works to replant trees in WWI memorial park as well as on the Village Green.

Fiber Optics

2020 to be decision year for the town and EDC working with Northwest ConneCT to encourage town approval of project. Norfolk Now insert #6 to appear in March and special sub-committee is developing an analysis of per-household costs of the network so citizens can make an informed decision when it comes time to vote on building the network.

WIN (Feb. 21 – 23)

Sue said participation in creating events for the festival was impressive and handed out schedules. EDC agreed that community engagement in the ongoing WIN weekend initiative—both summer and winter events—deserves everyone’s support as another brand-building element to promote Norfolk.

Lady Bird Wildflowers

Kathy making progress in determining best cultivation techniques to ensure a successful planting and maintenance program. Marie suggested Kathy look to the CA for assistance.

Traffic Calming

Larry presented extensive analysis of “speed gun” traffic monitoring which indicated pervasive violation of Rt 44 speed limits in vicinity of Botelle School/playground/daycare facilities. Matt noted difficulty in dealing with DOT regarding placement of flashing-light signage but was hopeful they will be re-installed following a surprise dismantling by DOT. Larry shared letter to DOT chairman (cc to Governor and local legislative reps) written by Michael Selleck detailing the dangerous traffic conditions in the school zone.

Bill adjourned the meeting at 6:00.