

ECONOMIC OUTREACH COMMITTEE

C.J. Hurgin Municipal Center
1 School Street Bethel, CT 06801
(203) 794-8501 Fax (203) 778-7520

MINUTES OF SPECIAL MEETING

Joint Meeting with Economic Development Commission

Tuesday, May 28, 2013

6:00 p.m.

CJH Municipal Center -Meeting Room "A"

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TOWN OF BETHEL
TOWN CLERK

Present: Chairman, Mike Boyle, Anthony Rubino, Mike Struna, Bonnie Brown, William Shannon, and Roy Steiner.

Absent: Paul Rinaldi, and Bob Stosser.

Also present: Economic Development Commission members: Sharon Straiton, & Kevin McMahon. Bonnie Brown and Roy Steiner are seated on both committees. First Selectman, Matthew Knickerbocker, Town Planner, Steve Palmer, and Chamber of Commerce Director, Bobbi Jo Beers, and Janice Chrzescijanek.

Chairman Boyle called the meeting to order at 6:00 p.m. followed by the pledge of allegiance.

Approval of Minutes:

Bonnie Brown made a motion to accept the minutes of March 26, 2013; the motion was seconded by Mike Struna. Vote, all in favor, motion unanimously approved. Tony Rubino and Bill Shannon abstained.

Introduction of Economic Development Director: Chairman Boyle introduced Janice Chrzescijanek, Town of Bethel's newly hired Economic Development Director. Janice gave a brief presentation outlining the short-term and long-term initiatives (see attached). The members of both Committees proceeded to go around the room and introduce themselves. First Selectman Knickerbocker asked members of both Committees to support his plan of selling the Town Water Systems to Aquarion Water Company. He asked that members attend the meeting of the Board of Finance on June 11, 2013 and asked that members contact Board of Finance

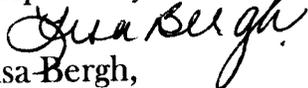
members expressing support of the sale. He mentioned sending out postcard mailers to every household explaining the sale with a Q&A portion, and a reminder to attend the Public Hearing.

Clark Park Activities: Representative Dan Carter is assisting in pushing through our planned expansion of Clarke Park through DECD. Chairman Boyle will be sending a letter to DECD.

A motion to adjourn was made by Bill Shannon; the motion was seconded by Tony Rubino. Vote, all in favor, motion unanimously approved

Meeting adjourned at 7:00 PM

Respectfully submitted,


Lisa Bergh,



Economic Development Update

May 2013



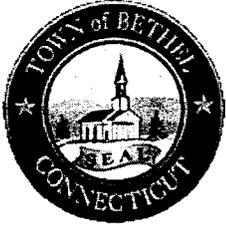
Short-Term Initiatives

- Communication of Position
 - Press release, announcement in Chamber newsletter and at Chamber events
- Introduction Letter
 - Commercial brokers, Berkshire CP, town offices, Bethel business and property owners
- Businesses
 - Create database of all businesses, inventory of available building and sites, facilitate “meet and greets”, ongoing education and communication (newsletter, informational meetings)



Short-Term Initiatives

- Clarke Business Park
 - Facilitate future development, maintenance and/or beautification fund
- Berkshire Corporate Park
 - Meet with owners and access needs
- Downtown
 - Facilitate “get together” of property owners, National Main Street Program
- Attend Conferences and Special Meetings
 - SEDS, DECD, Chamber, CERC



Short-Term Initiatives

- Marketing Plan
 - Marketing Packets: Assess what we need and what we currently have
- Website Development
 - Phase 1: Welcome, contact info and current brochure
 - Phase 2: Why Bethel?, Business in Bethel, Living in Bethel, Site Selection (highlight Clarke and Berkshire and include a property search)



Long-Term Initiatives

- Develop a Business and Marketing Plan
 - Mission and goals
 - Long-term economic vitality
 - Surveys
 - Community branding
 - Recruiting businesses into town