



# TOWN of THOMPSON

## Economic Development Commission

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TOWN OF THOMPSON, CT.

2019 MAY -6 P 2:11

*Linda Paradise*  
TOWN CLERK, Asst

### Economic Development Commission Branding Implementation Committee

Wednesday, May 1, 2019 - Seney Room, Town Hall - 6:30 P.M.

#### MINUTES

1. The call to order by Chairman R. Waldron was at 6:32 PM

2. Members Present:

Renee Waldron  
Brian Loffredo  
Charlene Langlois  
Charles Obert  
Tyra Penn-Gesek: Planner Ex Officio  
Ken Beausoleil: Town-Ex Officio

Members Absent:

Rob Mann  
Rhonda Rooney  
Kathleen Hebert  
Randy Blackmer  
Joe Lindley  
Neil Patel  
Roger Bosivert

A quorum is present under the new structure.

3. **Motion C. Obert seconded by B. Loffredo to approve of the Minutes: April 10, 2019 carried unanimously** with correction in the spelling of the names Loffredo and Obert

4. Report of Chair:

- i. P& Z regulations: C. Langlois and T. Penn-Gesek added comments. J. Filchak (NECCOG) was not able to attend the most recent meeting, but subsequently T. Pen-Gesek obtained a copy of the most recent proposed modifications to the Regulations through K. Beausoleil. The Commission has not seen the draft, but when an electronic copy is available, it will be sent to the members.
- ii. Rivermill project update: next week, a possible developer will meet with DEEP and the leadership team from Thompson redevelopment regarding the project.

5. Old Business

- i. EDC FY 19 and FY 20 budgets: After review of the Minutes of the 04/10 meeting, at which funds were allocated to projects in fiscal year 18-19, the comment was made that the allocations were well-planned; Branding and EDC goals are being implemented.
- ii. Farm Passport/Farmer's Market: "passport" samples were displayed. Eleven farms are participating; is at any of the participating locations, ending on Turkey Trot day.
- iii. Bicycle event: The Natchaug, March 29, was considered to be a success. Next, the Hartford Marathon (90 miles!) will be Saturday, August 24. C. Obert has contacted the volunteer coordinator, who has provided a list of ways Thompson can support the event. Constables will be stationed at the State Road crossings. Ideally, a group will be at each to cheer the participants through Thompson. C. Obert advocates that the EDC create a "WELCOME" document with bar codes/QR codes, to provide to participants at these types of events, with directions to gas, food/convenience stores, restaurants (with directions/food types/hours) and other locations typically of interest. Not only does the information flow to out-of-the-area people, but our local businesses are the ones who will directly benefit. Since carbs matter to endurance-event participants,

#### MUNICIPAL BUILDING

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pancakes and pasta meals should be offered. R. Waldron – parts of these initiatives should be “out-sourced” out to several of our strong local organizations. There are other events through the year for which this approach can promote Thompson and bring even more events to town. T. Penn-Gesek: The Green and Growing theme plays to Thompson’s strengths; a model package of Locations of Interest should be created which can be universally utilized for Thompson events.

- iv. CT Trails Day: R. Waldron – always June 1. This initiative would allow Trails and the Agriculture Commission to work together. K. Beausoleil – yes, Tourism and tourism development may be a consideration for more ideas.
  - R. Waldron: it seems time for Trails and the Ag Commission to request their line items in the town budget. Next year, there will be no lump sum in the EDC budget; this year it was to be a launch mechanism for several efforts to promote Thompson. Thompson’s plans should be sustainable, utilizing a long-term approach with these two organizations working autonomously toward their goals.
- v. Branding Strategy Implementation Next Steps
  - a. add social media platforms (intern status): a candidate who is a junior in high school has been identified and the name sent to the BOS
  - b. create a Land Use office flowchart –tabled
  - c. develop a monthly or quarterly electronic newsletter –tabled
  - d. June 5, 2019, the Town-wide event: a formal meeting will not be held by Branding Implementation, but organizational time prior to the event will be used to clarify table assignments and all the support duties.
    - T. Penn-Gesek: a critical mass of participants is required; if members of Boards/Commissions do not respond adequately, we should open it up to interested members of the public
    - K. Beausoleil: with the next email invitation, utilize the website feature that requests that the recipient checks off that the email was received. Consider mention at the Town Meeting or on a flyer. Utilize facebook.
    - EDC funds for food and office supply items were allocated for the event

5. New Business:

- i. Town-wide tag sale – June 1. Businesses can locate themselves on the map; 10 spots are available. C. Langlois will work with the Thompson Business Association to be sure this is known.
- ii. Sustainable CT: Thompson got involved last year, but with loss of a Planner, it did not move ahead. T. Penn-Gesek has now registered Thompson. Many of the growth /development plans for Thompson which are already underway are expectations of the program. C. Obert called for Sustainable CT to be on the Branding Implementation agenda in July to form the required Committee.

6. Correspondence: June 8: CT Open House Day for Historical Society Museums and sites

7. Member Comments: none

8. Chair R. Waldron adjourned the meeting at 7:59 PM

Respectfully submitted by Dorothy Durst, Recording Secretary *DorothyDurst*

*These minutes have not yet been approved by the Branding Implementation Committee. Please refer to next month's meeting minutes for approval of and/or amendments to these minutes.*