

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

NOVEMBER 22, 2021

In Attendance:

Chris Sanders (Chair)
Heidi Koenig
Bill Commerford
Jeffery Damiano
Scott Olson

Other Guests:

Todd Carusillo

1. The meeting was called to order at 7:02 by Chris Sanders, Commissioner, in the absence of Anne Green. The Minutes for the Special meeting of Monday, November 1, 2021 were corrected to say that "the meeting of the EDC will be on December 20th." The minutes were then approved by Heidi and seconded by Bill

2. The Chair welcomed our two new members, Scott Olson (alternate) and Jeffery Damiano (alternate.) Thanks were expressed by Chris to George and Todd for their service and work for the EDC.

3. Old Business:

Anne has been in contact with both Marty Connor and Don Wilkes regarding the P&Z meetings in either December or January for putting on their agenda our EDC recommendations. There has been no definitive decision as of yet.

4. Possible New Project:

There was a discussion of the November meeting with Betsy Paynter and agreed that many of her marketing suggestions will be further discussed and applied over the next few months. One of her suggestions concerned improvements to the overall "signage" within Goshen. There ensued a robust discussion of a suggested EDC project for considering new signage for both Goshen Businesses and visitors to Goshen. One of the goals for this project would be to make it easier for visitors to "find their way around Goshen." This could include better signage for (as an example) of our numerous hiking trails, as well as directional signs to find our many businesses located off the 63/4 roads.

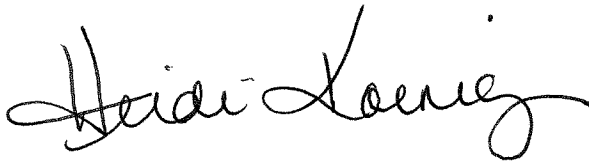
There was discussion concerning the State Road regulations as well as the local Goshen ones. While it is understood that this may mean a review of current policies and procedures, the Commissioners were reminded that this was the #2 suggestion in the EDC's recommendation to the P&Z. One of those suggestions was also for the P&Z to consider an "architectural committee" to assure guidelines for appropriate colors and size in accordance with the Goshen atmosphere.

Heidi and Anne have been taking pictures of signs both around Goshen and also in other towns. Jeff will check with the Goshen public works on their ideas and concerns. Department of Transportation will also be contacted. Jeff also volunteered to contact other towns regarding their policies regarding business and directional signage. Chris volunteered to assist in this effort as well.

5. Heidi and Anne will continue their work on creating a pamphlet/brochure/email concerning information needed for anyone interested in starting a business in Goshen. It was also suggested that the EDC organize a "liaison" to guide potential new business people during their search.

6. First Selectman Todd Carusillo has appointed Scott Olson, Mark McCarthy and Peter Kujawski to a new "Goshen Broadband Committee."

8. Next Meeting Date: December 20, 2021



Received December 8, 2021 @ 9:15 A.M.

Attest 
Goshen Town Clerk