

GOSHEN ECONOMIC DEVELOPMENT COMMISSION

REGULAR MEETING – MINUTES

April 24, 2023 6:00 PM

In Person and Zoom

**PRESENT:** Jon Carroll (Seated), Heidi Koenig, Henrietta Horvay, Marie Bate **ZOOM:** Scott Olson

**ABSENT:** Philip Koenig (Alternate), Neil White, Peter Kujawski

**CALL TO ORDER:** Scott Olson called the meeting to order at 6:05 PM.

**APPROVAL OF MINUTES:** Motion made by Jon Carroll and seconded by Heidi Koenig to approve February 27, 2023 regular meeting minutes. It was voted to accept the motion. Motion carries.

**OLD BUSINESS: EDC Website/Social Media:** At the February meeting discussion began regarding a possible EDC website/social media platform to help engage the EDC with local businesses. Jon Carroll did extensive research on the idea and brought all the considerations to the Commission. He explained that with any social media page you would need a volunteer Administrator. This would require a lot of time and responsibility, such as putting the posts on the page, answering questions and monitoring feedback; all of which is very time consuming. Jon reported that there are 169 towns in CT and 18-24 of them have an EDC platform.

There are a few ways to execute a platform. One way would be to promote private businesses and new businesses within the town. This could lead to the potential for legal problems, as there are no specific criteria to promote one business vs another. Another way would be to have small business seminars, grants and programs to promote young entrepreneurs. This way could have fewer problems, but again the burden of executing it would be extremely time consuming. Some other avenues for the EDC to promote Goshen businesses without the legal issues could be to use the Town Website, Goshen Chatter or Goshen Business Circle (membership based).

Discussion will continue next meeting when Neil White and Peter Kujawski (both lawyers) are present. Scott stated that our Commission would want to stay clear of any conflict that might appear to favor one business over another.

**NEW BUSINESS: GOSHEN BUSINESS SPOTLIGHT IDEAS:** Scott brought up the idea of recognizing and spotlighting an individual business every month. He also discussed having a home show here in town at Camp Cochepianee highlighting strictly Goshen businesses. Henrietta talked about a home show that the Goshen Business Circle had in which she attended at Camp Cochepianee about three years ago. She stated they had little contests with prizes and it was done very well. Scott stated that he loved the idea and it would be great for the EDC as well as the businesses in town and the people. He would like the Commission to plan for a spring show on a weekend next April. We could collaborate with the Goshen Business Circle as well as advertise in the next Town Topics which comes out in August. Scott will discuss with Erin (Park and Recreation) and possibly get a firm date at the Camp Lodge. Scott will also discuss with Amy Breakell (GBC) by next meeting. Scott realizes that this is a huge undertaking with a significant amount of commitment which can strengthen business in town and be a great social event. We will have a roundtable discussion next meeting.

**Public Comment:** Bernard Harrington inquired about the status of the Town getting a charging station. Scott mentioned that last April Litchfield was looking into this as well as Goshen. Scott had several in-depth meetings with Todd and Paul Collins and met with private companies that set up charging stations. Scott found out it would cost the town over \$100,000 dollars. Some vendors offered the service at a lower cost, but once in the plan the costs would quickly escalate. Litchfield ran into these same roadblocks. Scott found out there was no value in it, as it was a large amount of money. The benefit of the charging stations was outweighed by the high costs. There is no grant money available, only loans.


**ADJOURNMENT:** Meeting adjourned at 6:30 PM in a motion by Henrietta Horvay and seconded by Heidi Koenig.

Respectfully submitted,

Marie Bate



Commission Clerk

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Attest   
asst. Goshen Town Clerk