

**GOSHEN ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
Monday, November 1, 2021**

7:00 – 8:00

Hybrid Meeting: In person at Town Hall or on Zoom

In Attendance: Chris Sanders, Heidi Koenig, Clint Thorn, Bill Commerford, George Zydowski,
Todd Carisullo and Anne Green

1. Welcome, Call to Order by Anne

2. Vote: Approval Minutes from July 26th, 2021 Approved: Todd Carusillo, Seconded: Heidi Koenig

3. Welcome to Guest

Introduction of Betsy Paynter "Marketing Ideas for Goshen Businesses"

Betsy has been Involved in multiple towns around their small businesses as a "resource navigator."

Betsy gave many following recommendations and robust discussions ensued:

- Relationship building, "communicating" and "Developing Community" are important for promoting businesses. (Coordinate with GBC efforts).
- Encourage/reminding business to "keep in touch with their customers."
- Promote region through 'Day Trips,' (see Discover Litchfield Hills on the Internet.)
- Discussed the 4 main "business areas" of Goshen (NSEW of the Rotary) and possible promotions.
- Consider opportunities for getting residents "out and about" together to remind of the many and varied local businesses. Meet at the Theatre; Goshen Wine and Spirits, the Fairgrounds (as examples).
- Discuss/consider options for "Welcome to Goshen" promotional signage; review current signage for Goshen and for local businesses; take pictures/look for signage in other towns.
- Update Kiosk off 63 at entrance to Town Hall: announcements/maps/brochures.
- Update information/regulations concerning signage, lighting on around the Rotary.
- Organize "Architectural Advisory Committee" regarding signage (or P&Z as recommended to them).
- Share with other groups possible "event days;" "one-pager" of the restaurants;
- Pursue ideas/opportunities for small grocery, a bakery, etc.
- Keep on top of various funding opportunities: i.e. "Arco Funds."

4. Old Business:

- Update on EDC's *Planning and Zoning Recommendations*
Probably in January, 2022
- "Informational Packet" for starting a new business in Goshen
Anne and Heidi will review plans
- Annual Economic Development Summit, September 23rd, 2021
Chris and Anne attended

5. New Business (None)

6. Correspondence (None)

7. Public Comment (None)

8. Next Meeting Date: November 30th, 2021 and December 22nd, 2021

9. Meeting Adjourned: Moved by Chris, seconded by George

Respectfully Submitted,
Anne Green, Chair

Received Nov. 11th, 2021 9:56 AM

Attest Darce H. Gure Asst.
Goshen Town Clerk