

Windham Economic Development Commission  
*Special Meeting*

*September 10, 2015*

Town Hall, 979 Main St., Willimantic, CT

**1st Floor Conference Room**

**(Former Code Enforcement Office)**

**7:00 PM**

**Minutes**

1. **Call to Order** @ 7:04 p.m. by Chairman Hettinger.

**In attendance:** Commission Members: Bill Hettinger, Chairman; Robert N. Horrocks; Victor Funderburk; John McCommas.

**Absent:** Pamela DeVivo.

**Others:** Diane Nadeau, President Windham Chamber of Commerce.

**Town Staff:** James Bellano, Director of Economic Development; James Finger, Town Planner

2. **Citizens & Delegations** comments/questions. **None.**

3. **Presentation and Discussion** of "Jillson Friends" proposal for enhancements to Jillson Square, i.e., fencing, band shell, and pavilion. Guest Speaker - Diane Nadeau, Windham Regional Chamber of Commerce.

Ms. Nadeau made a presentation on behalf of a group, informally called "Jillson Friends" that is inquiring into the viability of making enhancements to Jillson Square in the form of some type of perimeter fencing, a band shell and a pavilion. The "Friends" group currently has support from the Windham Chamber, Windham Arts- the Regional Arts and Cultural Organization, GROW Windham, the Willimantic Farmer's Market and Thread City Development. The group is seeking additional support from other community groups and is asking the EDC for an endorsement of this

concept in order to bring the issue before the Town Council at the September 15, 2015 meeting.

Commission Members had an in depth discussion, with input from Town Staff on the history of prior initiatives at Jillson Square; the pluses and minuses of such an initiative; and the types of proposed enhancements and how they could impact and benefit the town.

Commission Chairman, Hettinger and Commission Members Horrocks and Funderburk were generally supportive of the proposal at the conceptual level. Commission Member McCommas expressed concern about the project citing that initiatives for use of the parcel should be geared toward commercial development.

**Motion** for the Economic Development Commission to support the conceptual plan for enhancements to Jillson Square, i.e., fencing, band shell, and pavilion and to present said concept to the Town Council urging the Council's support. **Motion by Funderburk, Seconded by Horrocks. Yeas: Hettinger, Funderburk, Horrocks. Nays: McCommas. Motion passes.**

#### **4. Presentation and Discussion** of Windham/Willimantic Marketing Map.

Guest Speaker - Diane Nadeau, Windham Regional Chamber of Commerce.

Ms. Nadeau proposed, and asked the EDC's support, for creation of a marketing map that covers Windham and Willimantic.

The production of the map (10,000 copies) would be supported by the purchase of advertising from businesses, community organizations and the town. Opportunities for advertisement vary from \$100 to \$500 depending on the type of ad desired and the placement on the map.

The EDC had discussed such a map at earlier meetings and had considered the possibility of undertaking such a project.

Ms. Nadeau stated that the cost to produce such maps has gone up considerably in recent years. The company that will produce the map in this instance is out of Putnam, CT. Ms. Nadeau distributed sample maps, showing an example of the company's work. The Chamber negotiated the above pricing structure (said to be a very affordable rate compared to other maps) in order to make it affordable to the broad range of businesses and community organizations located in Windham/Willimantic.

Commission Members had an in depth discussion, with input from Town Staff about similar maps that had been done in the past, and that such a map had not been produced, perhaps, as long as 15- 20 years ago.

Commission Members expressed support for the map and stated how this could be another way in which the town could collaborate with the private sector on an economic development initiative. The EDD Director stated that the department would be contributing \$300 to the project so that all municipal buildings, parks and other properties would be included on the map.

**Motion** for the Economic Development Commission to endorse, participate in, and help promote, in collaboration with the Windham Chamber of Commerce, the Windham/Willimantic map project. **Motion by Funderburk, s, Seconded by McCommas. Unanimous.**

**Motion** to support Economic Development Department's allocation of \$300 to participate in Windham/Willimantic map project. **Motion by McCommas, Seconded by Horrocks. Unanimous.**

5. **Citizens & Delegations** comments/questions. **None.**

6. **Adjourn @ 8:16 p.m. Motion McCommas, Seconded by Horrocks. Unanimous.**