

Essex Economic Development Commission (EDC) Meeting Minutes

February 3, 2022

Online via Microsoft Teams

Hybrid at 81 Main Street, Essex Junction

Attendees

- EDC - Chair Brian Shelden, Vice Chair Jeff Benjamin, Ms. Ta-Tanisha Reddita, Mr. Nick Fukuda
- Staff - Darren Schibler, Jean O'Sullivan
- Public - Ken Signorello, Irene Wrenner

Call to Order

- The meeting was called to order at approximately 8:20am by Chair Brian Shelden

Updates to Agenda

- No updates to agenda
- Approved previous minutes

Woman Owned Business Promotion

- Discussed creating a tab on town website for BIPOC and Women owned businesses
- Discussed how long businesses should be featured on website and how to measure results
 - Debrief with business
 - Tracking web traffic
 - Generating content on social media
 - New EDC Facebook/other social media pages

Our Website Compared to Other Towns

- Websites to use at point of reference
 - Lansing, Michigan - <https://www.lansingmi.gov/>
 - Portland, Maine - <https://www.portlandmaine.gov/>

Planning Commission Collaboration on Zoning Updates

- Chair Brian Shelden and Vice Chair Jeff Benjamin introduced idea of collaborating with the town planning commission.
 - Goal is to build out a cohesive plan for town moving forward

Partner Updates

- Whitney Coombs – CNPP Program promoting survey to assess the needs of BIPOC businesses in area. Shared link for participation. Also, Mainstreet Alliance hosting meetings about economic development in our area.
- Sam Anderson – We are waiting on State Legislature's rulings on OMNIBUS acts associated with housing and economic development. Acts still in committee.

Staff Updates

- Jean O'Sullivan – EDC budget of \$3k could be used for networking events for Essex businesses.

Next meeting

- May 5th at 8am

Adjournment

- Chair Shelden asked for a motion to adjourn at approximately 9:20 am. Vice-Chair Benjamin moved and the motion was seconded by Ms Reddita, and then passed 4-0.