



City of Groton
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ECONOMIC DEVELOPMENT COMMISSION & TIF ADVISORY COMMITTEE

MINUTES
July 1, 2020
5:30PM - 7:00PM

The chair decided not to call this meeting to order due to a public notice error.

Present: Jason Rusk (Chairman), Cheryl Auerbach, Margret Hirsh, Nishant Sahoo,
& Jamal Beckford
Staff: Cierra Patrick

General Discussion Covered:

- I. Community Engagement
 - Commission discussed utilizing the City's Facebook page to highlight local businesses in a video series. Videos will market the businesses reopening and their response to COVID-19 and social distancing guidelines. The initial audience is City of Groton residents and we are approaching them with "Did you know..." This effort seeks to create a virtual experience to help build community pride and participation in supporting local businesses. The commission's initial targets are businesses with in person customer service. The EDC will create a list of general questions but will also allow the opportunity to share additional information.
 - Commissioner Sahoo mentioned the use of the City's Instagram account for this effort and how we could use both the City' Facebook to help generate traction on the Instagram account.

- Staff seeks to morph this outreach and video series into education of local economic development.
- Action Items:
 - Staff will organize and advertise a special meeting in two weeks create a flyer for the video series, develop a list of businesses to pilot the effort, and create a schedule.
 - Commissioner Rusk will assist with the business list
 - Commissioners Auerbach and Hirsh will develop the general questions

II. Staff Report:

- Economic Recovery: Groton created a long-term economic recovery committee. The committee is currently identifying initial priorities. City staff has a focus on education of the regional and local economy including shifts and trends & workforce development. In addition, City staff is focused on working with entrepreneurs who want to locate in the City of Groton by identifying and connecting these entrepreneurs with property owners/realtors. Understandably, so, the committee is focused on current action/reactions to COVID-19 response and enforcement of mask wearing.
- Strategic Marketing: The City has gone out to bid for a brand manager
- Resiliency Planning: RFP's are in, staff is working with a selection committee to identify a firm to move forward with. The EDC will be integral in the outreach and education of business continuity planning.
- Transportation- Walkability and Bike ability: Staff is working with department heads to best coordinate ongoing transportation projects such as Welcome to the City- gateway concepts, JLUS parking study, Poquonnock Rd. re-pavement and sidewalk installation, 2019 POCD desire for more walkable and bike able community, etc.
- Staff provided an update that City Day is canceled this year and that starting this year the Farmers Market is under the management of the City's Parks and Rec. department and will begin next week.

Submitted by Cierra Patrick