TOWN OF FARMINGTON, CT
ECONOMIC DEVELOPMENT COMMISSION
Minutes
May 6, 2020

DATE: May 6, 2020
TIME: 5:30 P.M.
PLACE: Zoom meeting

Present
Amy Suffredini
Bob Reeve
Rob Phillips
Phil Chabot
Dan Kleinman
Bill Wadsworth
John Karwoski
Ed Giannaros

Staff
Rose Ponte

a. Call to Order
   a. Meeting was called to order by the Amy Suffredini at 5:30 pm

b. Public Comment- none noted

c. Welcome Phil Chabot

d. Reading of the Minutes
   A motion was made and seconded (Chabot/ Karwoski) to accept the
   March 11, 2020
   a. The motion carried

e. Economic Development Report

   (a) Business Breakfast, June 4
       The Business Breakfast will be held virtually as a Zoom webinar. 
       Featured speakers will include Governor Lamont and Dr.
       Agwuobi, UCONN Health President. Questions will be submitted 
       during the registration process. Registrants will receive a reminder 
       email 1 hour before the event.

   (b) Explore Farmington Sponsorship
       Ion Bank submitted their interest to sponsor the Explore Farmington 
       initiative. They have agreed to be the exclusive 2-year sponsor, the 
       sponsorship includes the addition of the logo to the website’s 
       landing page, a monthly blog and a small business resource 
       workshop.

   (c) Summer Flowering Baskets
       The Commissioners discussed whether to continue this program 
       given the financial constraints brought by the COVID pandemic.
The consensus was to continue the program. Reasons to keep the program included:

- The program’s benefits are not diminished by COVID
- Donations have already been received; EDC should finish what they started
- The flowers promote a positive image for the town
- With so many changes, the flowers are cheerful constant in the community
- The flowers were ordered in January, we need to keep our word, and support a CT small business

(d) Business Survey Results

- 74 responses were received
- Consumer’s expressed concerned for their safety
- Businesses’ greatest concern was keeping their employees safe, and bringing consumers back safely

(e) COVID 19 Business Recovery Best Practices

Commissioners received the ICSC best practice presentation in their agenda packets. Rose used this as an example to illustrate some of the modifications that businesses will need to adopt once they reopen. Locally, the most important strategy has been to communicate clearly, and often, and both with the Town’s businesses and the community. The Explore Farmington website has undergone modifications to include COVID resources, updated business listings, and suggestions to help businesses and residents.


g. Adjournment

A motion was made and seconded (Kleinmann/ Phillips ) to adjourn the meeting at 6:45 PM.

a. Motion Carried.

Respectfully Submitted,
Rose Ponte
Economic Development Director
CC: Economic Development Commissioners