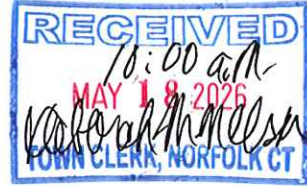


EDC Monthly Meeting (recurring invitation) - May 14, 2026



Minutes

In person attendees:

Commission members: Jennifer Almquist, Elizabeth Borden, Sue Frisch, Cheryl Heller, Jon Riedeman, Brett Robbins (chair), Robert Whipple

Guest: Peter Aziz

Brett Robbins called the meeting to order at 5:06

- Minutes from the April monthly meeting were approved unanimously

Leadership Transition

- Cheryl Heller was appointed as new EDC chair with unanimous approval after motion and second. Brett Robbins will step down to a regular board seat,
 - Cheryl will notify First Selectman and town clerk.

New Commission Member

- Peter Aziz was introduced as a potential new commission member. He is a Norfolk resident since 2019, and the owner of Valiant Energy. He has over 30 years experience with community involvement, including nonprofit boards, and has taught and mentored entrepreneurs.
 - Cheryl will propose Peter as a new member to the First Selectman for an official vote.

Budget Allocation for Norfolk Artists and Friends

- \$1,500 approved for Artists and Friends festival advertising
 - Jon Riedeman will provide detailed expense breakdown offline, and for how effectiveness of the expenditures will be measured. Cheryl Heller and Libby Borden will support Jon with that work.

Budget subcommittee established

The group unanimously approved the establishment of a budget subcommittee that will allocate the remaining budget for this fiscal year without requiring full commission votes for individual expenses. Cheryl Heller, Libby Borden and Brett Robbins will serve on the subcommittee.

Update on business owner survey

Cheryl Heller updated the group on learning from follow-up individual interviews with business owners and managers. The needs and interests expressed are varied, and would not support a formal mentoring program at this time. The recommendation is to create a speaker series available to everyone, on topics of interest, such as identifying and winning grants, financial management, communications and marketing, etc. Ideas for speakers will be solicited from the group before the next monthly meeting.

Connecticut Main Street workshop June 2nd, 10am-12pm

Libby Borden reviewed the purpose of the workshop and encouraged everyone from the EDC to attend. Sue Frisch committed, as did Libby and Cheryl.

Henry requested EDC participation in grant-funded consultation

- Opportunity to show EDC engagement and learn best practices

Elevating the profile and deepening the work of the EDC

As a first step, Sue Frisch contacted Tom McGowan and shared a link to his video in progress on Norfolk. Strategies for how to make the EDC more relevant and effective will be a continuing conversation over the next few months.

The meeting was adjourned at 5:55 and all members joined the presentation of Infinity Hall's future.

Respectfully submitted

Cheryl Heller