

Minutes
EDC Monthly June 11
In person Norfolk Hub



Present

EDC members present: Sue Frisch, Peter Aziz, Jon Riedeman, Cheryl Heller (chair)
Members Absent: Libby Borden, Brett Robbins, Robert Whipple, Thomas McGowan, Jennifer Almquist

Guest: Bonnie Pritzger

- ▶ Meeting was called to order at 5:01
- ▶ Minutes from the May minutes were unanimously approved
- ▶ Introduction to Bonnie Pritzker, potential new EDC member
- ▶ Budget Spending Updates included:
 - Norfolk Artists and Friends funding (fully spent):
 - Signage for Weekend in Norfolk
- New budget request for EDC contribution to a children's swing to be sited next to the train is being evaluated, decision will be made by the budget sub-committee when we have an accurate total of yearly balance.
- ▶ Discussion of EDC Mission and Strategic Direction
- Ideas include:
 - Speaker series for small businesses
 - Business directory on the town website
 - "How to do business in Norfolk" guides
- ▶ Sue Frisch and Susan Caughman will be updating the Norfolk Map and Guide. They have funds to print it and may require additional funds for distribution.
- ▶ The group agreed to focus on two principle initiatives, as a way to fulfill the EDC mission, and address some of the needs expressed by Norfolk business leaders:
 1. We will invite the Norfolk Hub, P&Z, First Selectmen and other commissions and interested groups in town to compare perspectives and ideas on how to better support and attract business here.

2. We will work to convene business leaders to discuss what mentors, speakers or support would best suit their needs. Information from this conversation will be used to design the speaker series.

We agreed that it has been difficult in the past to encourage people to come to events and discussions, but will spend the time required to promote and socialize the idea.

► Opportunity at Five Points Arts Center

Cheryl Heller met with the Executive Director of the Five Points Art Center, and agreed to create a “Norfolk Night” at the center. A small group, including Jon Riedeman and Peter Aziz will meet to discuss how to maximize the opportunity.

Next Steps

- Cheryl, Peter and Jon will meet to discuss possibilities for Norfolk Night with Judy McElhain at Five Points Art Center. NOW SCHEDULED FOR AUGUST 22nd.
- Invite Rista Malanca, of the Northwest Hills Council of Governments to speak at an early speaker series session (Peter or Cheryl)
- Send existing Norfolk Cultural District draft proposal to all EDC members for review (Cheryl or Jennifer)
- Research SBA grants and CT state economic development funding options (Peter)