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Town of East Haven, CT
Economic Development Commission
Meeting Minutes

ETV, 230 Main Street, East Haven, CT
February 9, 2023 7:00 PM
Live streamed & recorded by ETV

1. Call meeting to order – roll call

Called meeting to order at 7:05pm by Chairwoman Lorrie Maiorano, all stood for the pledge of a allegiance.

Roll call taken by Economic Development Commission Clerk. Quorum present.

Present: Chairwoman Lorrie Maiorano, Commissioner Steve DeLucia, Commissioner Michelle Antisdell.

Also present: Michelle Benivegna, Town of East Haven-Economic Development Director
Tina Hedley, Clerk

Absent: Commissioner John Tarducci, Commissioner Mohan Chugani

2. Pledge of allegiance

All stood for the pledge of allegiance.

3. Approval of past minutes (1/12/23)

Chairwoman Lorrie Maiorano asked if the commission had the opportunity to read the Jan. 12th meeting minutes. Commissioner Steve DeLucia made a motion to accept the meeting minutes from Jan. 12, Chairwoman Lorrie Maiorano 2nd the motion, all in favor, none opposed, no abstentions, motion carries.

4. Correspondence

No correspondence at this time for the commission.

5. Election of Chairperson, Vice-Chairperson

Chairwoman Lorrie Maiorano stated we will elect a chairperson and vice chairperson. Commissioner Steve DeLucia made a motion to nominate Lorrie Maiorano as Chairperson, 2nd by Michelle Antisdell, no other nominations, all in favor, none opposed, no abstentions, motion carries.

Lorrie Maiorano Nominated Steve DeLucia for Vicechair, no other nomination, second by, Michelle Antisdell, all in favor, none opposed, no abstentions, motion carries.

6. Economic Director's Report

Michelle Benivegna, Economic Development Director, was present to give her first official Director's report in her new role. Michelle started her report with a background of herself and what has been accomplished in the last three years as she was working by side Mayor Carfora. Our goal is to rebrand East Haven, to support thriving business in town and to reach out to those who want to come to East Haven for business.

Michelle Benivegna went over highlights in town that took place here in town. For example, the beautification projects in town, our town green, main street area and also town events that received much attention and press, collaboration events like the scarecrows.

The farmers market doubled in size and visitors and was moved to the town green. We also provided a lot of support to businesses during Covid19. The town had an increase of businesses in town, in 2022 we had 16 new registered businesses. We had numerous new business ribbon cutting events. Efforts so far have been successful and the Chamber of Commerce and the Town are working together hand and hand to support businesses.

Updates on Economic Development from Director, Michelle Benivegna.

In December of 2022, "Lets Connect" was held at East Haven High School, by the Town, Mayor, Board of Education, Chamber of Commerce. This was beneficial to businesses and students and an article was featured in New Haven Register.

We will also see a promo video tonight, hoping to be a series. Working with a Jessica Spinelli from the media department the High school. We can highlight different areas, businesses, segments from town officials on how to open a business in town and so much more.

We want to have a job fair in the spring, we have a few different models we are looking at. Options for businesses, other school districts and possibly virtual. More info will come.

Plans for the next meeting would be to have a breakdown of all new businesses that have been opened and as Michelle meets with business owners and continues to, she will update the board as she does, and inform the board as events are planned.

7. Social media update

Michelle Benivegna gave a shout out to Tina, she stated that social media is spearheaded by Tina Hedley. Facebook went live today; it will be pushed out by all town pages. We hope everyone can start sharing. Michelle Benivegna stated that we have a goal to gain new followers, get the page out there and encourage everyone to like and share it. Grants, town highlights, spotlights and happening are hoping to be shared on our new page.

8. Showing of EHHS promotional video

Michele Benivegna introduced the video. Media students at EHHS made a Town of East Haven Promotional video. This is one of many of a series with different points. This series will continue to grow.

A promotional video was displayed. Once premiered this will be found on the town's social media.

To view this video, visit the YouTube channel here:

<https://www.youtube.com/channel/UCvVRQK4QFz4oPud20f2iDkQ>

Everyone agreed the video was amazing by the students.

The video was paused at the end so the board can see the credits with the student's information.

9. Public Comment

Chairwoman Lorrie Maiorano asked the audience if anyone present tonight wanted to make public comment. No public comment.

10. Other new business to come before the committee

No new business at this time.

11. Adjournment

Motion made by commissioner Steve Delucia at 7:20pm to adjourn, 2nd by Chairwoman Lorrie Maiorano, all in favor, none opposed, no abstentions, motion carries. Meeting Adjourns.

To view recording of this Economic Development Commission meeting, visit ETV's Facebook page at; <https://www.facebook.com/theRealETV/>

Respectfully Submitted,
Tina Hedley
Clerk