

City of Darien
Minutes Economic Development Committee
Wednesday, March 11, 2020

1. Call to Order

The meeting was called to order at 7:15 pm by Chairwoman Tina Beilke. Other committee members present were: Louis Mallers, Matt Weberling, Nick Pitzer, Bryan Gay, and Mayor Joseph Marchese. The meeting was held at Darien City Hall.

2. Public Comment

There was no public comment.

3. Approval of Minutes – February 12, 2020

The minutes as submitted for February 12, 2020 were approved.

4. New Business

There were no new business items.

5. Old Business

a. Implementation of Business Outreach Program Update

i. Business response updates

Several business updates were given. There were six responses from the business mailings where EDC committee members reached out as a follow up and either met in person with the business owner/representative or held a phone call with them. The new Excel tracking mechanism created for the group will be updated with highlights from these conversations.

A procedure was established going forward wherein if a business applies for an economic incentive package, the EDC committee will fill out the matrix graded grid within 7 days and a consensus/recommendation will immediately then be presented to the Mayor and City staff.

ii. Business calls/visits

Committee talked about making phone calls to businesses that did not respond as a next step follow up.

iii. Next round of business mailings

The next round of business mailings was identified to City staff and will go out accordingly.

b. Census Update

i. Action of contacting churches, schools and library

A lengthy discussion took place regarding census activity and how we can help maximize the outreach. A few committee members have reached out to churches, schools to help supplement communications. Updates on City efforts were given including posters for business' windows, banners, and emails to schools, churches, etc. There is a terminal being set up at library and City Hall. Committee will be following up with City staff to see if annual business licenses have gone out with the thought that for the ones that have not gone out, we can include a census flyer in their envelope.

c. Previous Follow Up/Hanging Matters

A preview of both the City's residential and business marketing videos were shown to committee members and response was unanimously favorable and positive.

6. Next Scheduled Meeting

A conflict with Wednesday, April 8 was noted. A follow up email to reschedule possibly to Thursday, April 9 was discussed.

7. Adjournment

Motion to adjourn at 9:54 p.m. approved.