MINUTES

Pomfret EPDC

09/14/2022

Meeting

Call to order: 8:00 AM

Present: Mary Collins, Louisa Jones, Maureen Nicholson, Kate, Charlie

Minutes approval: June meeting. Minutes approved

Audience of citizens: None

Old Business:

Articles for publication. Should we be soliciting articles or should we focus on social media to tell our story. Innovations like QR codes are changing the story telling landscape.

ERTD. The ERTD officially has three destinations. Our geographical area is now known as “Scenic Northeast.” The other two destinations are: Greater New London and Norwich and Mystic Country. The next thing to be addressed is the branding name for our District.

Getting new people involved. The concept of a potluck dinner was discussed. Further thought will be needed before any action may be taken.

New Business:

WINY. The EPDC has funding available to spotlight Pomfret businesses over the coming year on WINY. The first spotlight was held on 9/7/2022. We brought in Watercure and We-Li-Kit. This was very well received.

Ctvisit update. This was discussed under ERTD.

Social Media. The Town of Pomfret now has a social media consultant. This firm will be receiving posts from town agencies to put on our website to be shared.

Promoting business through EPDC. In addition to WINY, EPDC is reaching out to local businesses to create a Pomfret Business Directory.

Fall Promotions. We reviewed the upcoming Walktober calendar. Pomfret is featured in a number of events throughout the month.

AARP. AARP.org/livability index rates communities throughout the United States. With an average score of 50, Pomfret comes in at 48. Aspen Colorado is the highest ranking “small town” with a score of 72. There are criteria which may be challenged to improve the Town’s rating.

Pomfret Welcome sign. There was a brief discussion concerning the placement of Welcome signs at strategic places in Pomfret.

Audience of citizens: None.

Adjournment: 8:59 AM

Respectfully submitted,

Charlie Tracy

Chair, Pomfret EPDC