

RECEIVED

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Celio Room, Town Office Building
15 Gilead St, Hebron, CT
Monday, January 27, 2025 at 7:00pm**

2025 JAN 24 A 8:47
OK [Signature]
HEBRON TOWN CLERK

AGENDA

- 1) Roll Call
- 2) Approval of Minutes
 - a) November 18, 2024
- 3) Recognition of Guests
- 4) Old Business
 - a) Business Inventory Review
- 5) New Business
 - a) Review Planning and Development Department CIP and Capital Outlay Request
 - b) STEAP Grant Project Ideas and Possible Endorsement
 - c) Hebron Green Parking Concept Review
 - d) Meeting Dates Change and Possible Action
- 6) Correspondence
 - a) Email dated 12/6/2024 from Jessica Olander, President, CT River Valley Chamber of Commerce
 - b) Email dated 1/22/2025 from Don Day re: Advertising
- 7) Adjournment

TOWN OF HEBRON
ECONOMIC DEVELOPMENT COMMISSION
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15 Gilead St, Hebron CT
Monday, November 18, 2024 - 7:00 PM

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2024 NOV 19 A 9:49

HEBRON TOWN CLERK

MINUTES

1. Call to Order/Roll Call

Chair Michelle Nicholson called the meeting to order at 7:00 p.m.

PRESENT:

Members: Michelle Nicholson (Chair), Peter Casarella, Crandall Yopp

Staff: Matthew Bordeaux (Town Planner)

ABSENT:

Scot Kauffman (Vice-Chair), Jon Lesisko, Stephanie Raymond (TTCP Liaison)

2. Approval of Minutes

A. September 16, 2024 – Special Meeting

Motion by P. Casarella and seconded by C. Yopp to approve the minutes of September 16th as submitted. The motion passed unanimously (3-0).

3. Recognition of Guests

None.

4. Old Business

A. Marketing Plan Implementation

The business directory is largely complete, though M. Nicholson noted inaccuracies. The EDC will collaborate on verifying details, including business name, location, and hours, and establishing an owner-level point of contact. There was discussion on the privacy of the master e-mail list, with M. Bordeaux stating he will inquire with the Town Attorney. It was agreed the EDC should be the first point of contact, with engagement with the Chamber of Commerce to follow.

5. New Business

A. 2025 Meeting Schedule

Motion by C. Yopp and seconded by P. Casarella to approve the 2025 schedule as presented. The motion passed unanimously (3-0).

B. Additional Discussion

M. Bordeaux reviewed potential and ongoing projects and applications in town, including Dollar General (currently in front of PZC), commercial lots from the subdivided Ellenberg parcel, and intersection improvements at Rt. 66/Rt. 316 (Wall St.). Regarding budgeting for next year, M. Bordeaux intends to make the usual \$5,000 request. There was discussion on requesting additional funds, perhaps to

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sponsor an EDC event in the coming year. M. Nicholson suggested a “First Night” event.

6. Correspondence
None.

7. Adjournment

Motion by P. Casarella and seconded by C. Yopp to adjourn. The motion passed unanimously (3-0).

Meeting adjourned at 7:55 p.m.

Respectfully submitted,
Hannah Walcott (Board Clerk)



Exciting Updates to Our Sponsorship Opportunities – Meet Gary Perrelli!

From Jessica Olander <Jessica@crvchamber.org>
Date Fri 12/6/2024 2:24 PM
To Gary Perrelli <gary.perrelli@citylifestyle.com>
Cc Bob Zanolungo <bzanlungo@totalmortgage.com>

1 attachment (1 MB)

SOP 2025.pdf;

Good Friday afternoon!

We are thrilled to introduce Gary Perrelli, our new Chamber Sponsorship Officer! Gary brings his expertise and energy to the CT River Valley Chamber from his work with Glastonbury and West Hartford Lifestyle Magazines. He's excited to connect with you and share the new and improved 2025 Sponsorship Opportunity Package.

With Gary's guidance, we've added more options and now offer customizable packages designed to meet the unique needs of every business and budget. These opportunities are a fantastic way to showcase your support for the business community and the Chamber while maximizing your visibility and impact.

If you're not the right person to receive this information, please forward it to the appropriate contact in your organization.

We'd love to set up a time to discuss these opportunities with you. Please let us know your availability, and we'll schedule a meeting at your convenience.

Thank you for your continued support of the CT River Valley Chamber of Commerce. Have a wonderful weekend!

Warm regards,

Jessica Olander
President

[CT River Valley Chamber of Commerce](#)

AS OF JULY 1 – PLEASE NOTE OUR NEW ADDRESS

25 Concord Street – 2nd Floor – Glastonbury, CT 06033

860-526-7054

Love the Chamber???? [Leave us a REVIEW!](#)

[December 10 – SPARC Business Before Business After Hours – 3:30 pm – Clubhouse on Main!](#)

[December 10 – Business After Hours – 5 pm – ***NEW LOCATION*** Gateway Financial & Shoprite](#)

[December 17 – 2025 Legislative Outlook – 8:30 am – Hilton Garden Inn](#)



Serving the businesses & communities of East Hartford, Glastonbury, Hebron & Marlborough!!
CHECK OUT OUR MEMBERS' EVENTS!

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



INVEST! ADVERTISE IN THE ADVERTISE IN THE CONNECTICUT RIVER VALLEY BUSINESS DIRECTORY

From Don Day <dday@lunarcow.com>

Date Wed 1/22/2025 10:49 AM

To Matthew Bordeaux <mbordeaux@hebronct.com>

Hi, my name is Donald Day. I am emailing you on behalf of the Connecticut River Valley Chamber of Commerce. Below you will find the information on the Business Directory being put together. It expands on the great investments available. This includes the three ads for the price of one as well as one time investment for a two year run time. I would love to talk to you on both the benefits and opportunities of advertising in it. Look forward to speaking with you!

DON'T MISS OUT

**ADVERTISE IN THE
CONNECTICUT
RIVER VALLEY
BUSINESS DIRECTORY**





PROMOTE YOUR BUSINESS AND GENERATE NEW CUSTOMERS

FEATURE YOUR BRAND IN PRINT, DIGITAL AND INTERACTIVE FORMATS.

LEARN MORE

BENEFITS INCLUDE:

Exposure for your business
Your ad in print & digital formats

Contact Lunar Cow Publishing's Ad Sales Team at 800.594.9620 Ext. 1 to learn more about you can take advantage of this great opportunity to promote your business.

ADVERTISE TODAY

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Donald Day
Ad Sales Rep
Lunar Cow Publishing
1-800-594-9620 ext. 114
dday@lunarcow.com