

City of Darien
Minutes Economic Development Committee
Thursday, May 6, 2021

1. Call to Order

The meeting was called to order at 7:10 p.m. by Chairwoman Tina Beilke. Other committee members present were: Angelo Imbrogno, Bryan Gay, Louis Mallers and Nick Pitzer. Also present were Mayor Joseph Marchese and Alderwoman (EDC Committee liaison) Mary Sullivan.

2. Public Comment

There was no public comment.

3. Approval of Minutes – April 12, 2021

Minutes were approved by unanimous consent.

4. New Business

- a) **New Business License welcome package** – The sample new business license welcome package included in meeting materials was discussed. Feedback was good. Updates to Chamber information needs to be replaced. Another item to include in the packet were other Darien business coupon promotions (buy one get one free offerings, etc.) to encourage the new businesses to visit other venues in town. Also discussed was including any free City promotional items (pens, stickers, etc.).

5. Old Business

- a) **Business Community Spotlight Events– Coordination with City, EDC, and Darien Chamber of Commerce**
 - i. **Springtime – A Nice Time to Shop in Darien** – The Darien Chamber of Commerce created the list of businesses in Darien, regardless if they were Chamber members or not, and gave them the opportunity to participate in this program. 15

businesses responded and will be included. The advertisement was being finalized and was being sent out in the next few days.

Virtual Business Expos – A summary of City’s plan was communicated wherein the City would enhance the business area of their website with hyperlinks to each business (or email address would be listed in addition to the name and address already listed).

In Person Business Introductions – A recap of the decision to resume businesses being invited to the City Council meetings was discussed. Upcoming businesses were shared.

b) Shop Local (bludot, etc.) – Committee is still discussing the best fit for a more formal shop local program. Some of the offerings out there are too complicated and/or may be selling your information. Bryan Gay shared what programs Aurora had looked at.

6. Previous Follow Up/Hanging Matters– Next EDC Committee members are being reviewed for July appointment.

7. Next Scheduled Meeting

Next scheduled meeting is Thursday, June 3, 2021.

8. Adjournment

Meeting was adjourned at 8:47 p.m.