



Board of Directors
Public Meeting
66 Franklin Street
April 25, 2019

I. Quorum Established –

Peter Nystrom, Robert Buckley, Stacy Gould, Robert Staley, Stacie Lambert, Kathy LaCombe, Michael Rauh, Carl Reiser, Rebecca Alberts, John Harrold, Chris LaRose

Absent: Stephen Smith, Frank Manfredi, Stephanie Fielding, John Salomone

Others in attendance: Robert Mills, Jill Fritzsche, Devin Schleidt, Paulette Lagrito

II. Call to Order

The meeting was called to order at 8:04 by Chairman Buckley

III. Minutes and Treasurer's Report

Motion to approve Public Minutes from March 28th 2019 and Treasurer's report as presented was made by Robert Staley, seconded by Chris LaRose. No discussion. Motion was approved.

IV. Board Committee Updates:

- a) **Governance/ Nominations-** the committee will begin vetting potential alternate board members in May.
- b) **Marketing/ Development-** report pending meeting
- c) **Downtown/Waterfront-** report pending meeting
- d) **Business Park-**meeting established May 1st at 4:00 to review signage options

V. New Business:

- a) Downtown Revitalization discussion led by Michael Rauh. Rapid City South Dakota was used as a model for creating the combination of shopping, dining and entertainment. Seventy percent of all bricks and mortar retail spending occurs after 6pm. The number one activity for visitors is shopping, dining and entertainment in a pedestrian friendly environment.
- b) Discussion ensued about the role NCDC should play in promoting or exploring the addition to increasing and marketing the events activity in the centralized downtown. Rapid City has 250 "activity days" in the downtown.
- c) Board members will explore the "Placemaking" strategy for the City of Norwich which will drive demand to fill vacant store fronts.
- d) Global City Norwich efforts have resulted in the Norwich Public Schools creating a hiring campaign to recruit Global City ambassadors to connect with the festivals and the Global

City mission within the city.

VI. Adjourn Meeting:

M. Rauh made a motion to adjourn the meeting. R. Alberts seconded. Motion was approved.

Adjourn: Meeting adjourned at 8:55