

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

JANUARY 15, 2026 – 9:00AM (HYBRID)

Present: Kitty Kiefer, Robert Schaufelberger, Christopher Baetz, Alice Peck and Carol Sadlon. Absent: Adam Higgins.

1. **Approval of Agenda. So Moved** by R. Schaufelberger, seconded by A. Peck, **With All in Favor**.
2. **Minutes of December 18, 2025. A Motion to Approve** made by A. Peck, seconded by C. Baetz, **With All in Favor**.
3. The order of the Agenda was changed by K. Kiefer.
4. Discussion with Rista Malanca – Director of Community and Economic Development, Northwest Hills Council of Governments.

Ms. Malanca gave a presentation and talked about the need to create a Comprehensive Economic Development Strategy (CEDs), with core values and goals for the region. The Zoom recording of the meeting, including the presentation, can be found at:

<https://www.salisburyct.us/salisbury-economic-development-committee/>

Points included:

- 2025 Review
- PROMISE – a regional main street management plan. A readiness assessment was done in Lakeville; they are building and customizing the plan for towns and forming working groups, like the SEDC. NHCOG can help with those plans later on.
- Discover Litchfield Hills needs a brand refresh with new content – share photos and events with Rista – they’ve done the brand audit.
- Support local businesses—Stage 2 manufacturing companies mostly doesn’t apply here.
- Education and Training
- Trail Planning – they can help with funding for recreational trail grants; K. Kiefer will bring this to the Pathways Committee
- POCD, which has priorities, is a supporting document to leverage funding

Committee Comments and Questions:

D. Becker asked if COG funds town budgets; Ms. Malanca answered no, no direct funding, but if content is provided, they can help with a marketing plan. Bring a vision and project to them; they’ll apply for a grant. D. Becker asked if towns are bringing in part-time economic development help; Ms. Malanca wasn’t sure that’s happening, but staffing is available on a

regional level thru PROMISE. Ms. Malanca suggested going to the Discover Litchfield Hills webpage and post events, such as the ski jumps in Salisbury. C. Sadlon commented that very small businesses have no infrastructure for big tourism development; Ms. Malanca agreed that is a common problem – have a plan and a vision and she can put together a workshop. K. Kiefer suggested posting the antique car parade. C. Sadlon suggested that Salisbury needs its own website with a clear focus. D. Becker commented that social media is a tool, but Salisbury needs its own identity and having workshops here; K. Kiefer suggested having an action plan first.

5. Interviews with local businesses and Mission Statement

D. Becker suggested getting the survey finished; he can help with the surveys. K. Kiefer commented that she does not have time to do the surveys. C. Sadlon suggested having monthly guests at SEDC meetings; workshops have to be open meetings to the public

6. Check in with Abby Conroy of Land Use Office – Ms. Conroy was not available. K. Kiefer suggested the focus is on permitting from P&Z and those issues; D. Becker mentioned food trucks. K. Kiefer suggested that Ordinances must become public information; they can be digitized and made available. C. Sadlon mentioned the need to explore municipal websites and suggested that Salisbury needs an upgrade. K. Kiefer suggested that the Ordinances need indexing also. R. Schaufelberger asked what the issue is for the BOS about getting the Ordinances online; K. Kiefer may get this on the BOS agenda. Having public places, like bathrooms, was briefly discussed. C. Sadlon suggested that the SEDC look at uses for the old train station building; C. Sadlon and A. Peck will work on this, and then meet with Curtis Rand.

7. Old Business – EV Chargers – R. Schaufelberger reported that the application was with the Historic District Commission; they don't want to approve it if it's in the way of moving the building. Power will be cut off while the building is moved.

8. Public Comments – None

Commissioner Comments / General Discussion

D. Becker would like all members to comment on the Mission Statement. D. Becker and C. Sadlon will interview the White Hart for the survey. D. Becker asked if the property next to the firehouse is owned by the Town. There was general discussion on other various issues.

Adjournment. So Moved by R. Schaufelberger, seconded by A. Peck, **With All in Favor.**