

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

SPECIAL MEETING

MARCH 26, 2026 – 9:00AM (HYBRID)

Present: Kitty Kiefer, Robert Schaufelberger, Adam Higgins, Alice Peck, Carol Sadlon, David Becker and Christopher Baetz. (R. Schaufelberger was Acting Chair for this meeting)

1. **Approval of Agenda. So Moved** by K. Kiefer, seconded by C. Baetz, **With All in Favor.**
2. **Approval of Minutes of February 19, 2026. So Moved** by K. Kiefer, seconded by A. Higgins, **With All in Favor.**
3. Additions to the Agenda – None
4. Local Business Guest: David Maffucci of Visionary Computer
D. Becker asked why a business would move to Salisbury. Mr. Maffucci answered that there is plenty of opportunity here; it's a friendly place for business; there could be things to help bolster the entire business community. K. Kiefer asked what kind of tweaks could be made to help. Mr. Maffucci commented that he likes print. He suggested having a quarterly merchant newsletter, with a directory of all merchant services available, perhaps featuring one merchant; merchants could post specials and events. A. Peck pointed out that Sharon, CT, had just started such a directory, which was printed by the Town; C. Sadlon asked if it could be the Chamber of Commerce. Mr. Maffucci questioned who would write it, put it together and maintain it; somebody has to volunteer to do it. C. Sadlon commented that it should focus on Salisbury businesses; C. Baetz commented that it would need to be update more than once a year. C. Sadlon mentioned the volunteer issue, but pointed out that the directory would have limited distribution and would be quickly out-of-date. D. Becker commented that it would be nice for newcomers, but a smaller digital version would be good with QR codes; K. Kiefer commented that a digital issue should be the first project. Mr. Maffucci suggested that QR codes should have logo information at every business to display and link to the others. R. Schaufelberger asked about staffing issues. Mr. Maffucci commented that it's always challenging and vacancies are tough to fill; he uses Indeed, but a newsletter could help get the word out. C. Sadlon asked who would actually put the directory together, collaborating with the Salisbury Association, the Library and others. D. Becker commented that the Chore Service applied for a grant for funding and does have some part-time paid employees; C. Sadlon suggested that a paid talented marketing person is needed. A. Peck pointed out that the Sharon directory was done by the volunteer guild at their library; the SEDC could find out about their process. A. Peck also noted that the SEDC already has a good list of local businesses and volunteered her time to formatting

it as a document and then looking at how it could go on the Town website; she will digitize the list of merchants. K. Kiefer suggested linking up to people who are specifically interested in customer business; C. Sadlon suggested that the quarterly newsletter go just to businesses. A. Peck suggested keeping it simple to start with on a basic level; A. Higgins agreed, just compile the list and format it. Mr. Maffucci suggested R. Schaufelberger could help make the database searchable; Mr. Maffucci commented that he could help with the newsletter content. R. Schaufelberger wants it kept strictly to Salisbury listings. Mr. Maffucci suggested having in-person meeting with local business people, maybe 15 people, to encourage more of a community feel. Mr. Maffucci was thanked for his suggestions and help with the newsletter.

5. Check in with Abby Conroy of Salisbury Land Use office

Updates included: Some public parking will be lost during the Holley Place construction; she will be issuing the permit today. The Congregational Church is adding affront access ramp, but they need a connected sidewalk alongside the Church; K. Kiefer will take that to Pathways. The Salisbury School is doing a tunnel under Rte. 44; she explained the 8-24 review and the permit process for construction. Lime Rock Park is in the permit process for a temporary kitchen and replacing their welcome building. Sharon Electric bought land on Railroad St. and they want to build something there. (At this time, D. Becker left the meeting.) R. Schaufelberger asked K. Kiefer about funds for the Railroad Station; K. Kiefer responded that the Town has the funding now; A. Conroy mentioned that they need an engineering plan to get a permit. A. Conroy commented that the Wake Robin Inn has to deal with the DOT, regarding driveways; they will start tree-cutting soon; the AT&T tower is up and running, but they left a mess. Per State legislation, beginning July 1, 20226, commercial properties can be converted to residential up to 9 units and parking cannot be required. P&Z wants mixed use with multi-family housing, but doesn't want to lose commercial space. (At this time, A. Conroy left the meeting.)

6. Old Business – a., b., c., and d. – Tabled to next meeting.

7. New Business – They will try to invite someone from the Marketplace for the May 21, 2026 meeting, either Bob LaBonne or Don Mayland.

8. Public Comment – None

Adjourn. So Moved by K. Kiefer, seconded by C. Baetz, **With All in Favor.**