

SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

SEPTEMBER 17, 2026 – 9:00AM (HYBRID)

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

A **Motion to Approve the Agenda, as Amended**, was made by K. Kiefer, seconded by R. Schaufelberger, **With All in Favor**.

1. **Approval of August 20, 2026 Minutes. Approved, With All in Favor.**

2. Discussion of business survey summary

- Key findings and takeaways – R. Schaufelberger commented that parking was mentioned as somewhat of an issue, but not a problem. D. Becker noted: there were no big expansion plans; no big growth; people will travel to jobs; zoning setbacks were mentioned; providing marketing for business at the town level and keeping it local; business wants connection at the town level, but not the Chamber of Commerce; and the benefit of having a professional resource.
- Implications for SEDC priorities – K. Kiefer suggested that the SEDC could have quarterly meetings, with the businesses invited, and getting perspectives from landlords, also.
- Committee discussion – D. Becker mentioned the topic of how to use AI for business, which could be useful, as well as networking opportunities. Some businesses would like to see more foot traffic, but it's hard to create density. R. Schaufelberger had suggested going back and looking at the POCD for goals.

3. Review and vote on SEDC budget recommendation

D. Becker talked about a Phase 1 Pilot Activity Plan; the budget is a separate item. The Activity Plan includes: a Business Directory; a Quarterly Newsletter; Organizing 4 Local Business meetings during SEDC regular meetings at Town Hall; and On-going Business Surveys. D. Becker commented that this would require finding a person who will do the actual work. Following discussion, a **Motion to Approve the Phase 1 Activity Plan** was made by R. Schaufelberger, seconded by A. Peck, **With All in Favor**.

(First Selectman Curtis Rand stopped in to give a brief update on the results of the Town Meeting vote to relocate the train station; all seems positive and final plans will be made.)

4. Discussion of funding approaches for SEDC budget

D. Becker suggested that one source of funding could be asking the businesses for a small donation of funds which would go to the Town and then allocated to the SEDC. K. Kiefer suggested that perhaps the Town could match the funds.

5. Engaging with the community

- Sharing information and creating connections – It was pointed out that Fall Festival has almost 100% participation.
- Attending meetings -- R. Schaufelberger commented that SED members could attend other Town meetings.
- Identifying a project individual members can support -- C. Sadlon got involved with understanding the train station relocation and attending the Town Meeting.

6. EV Charger dashboard – R. Schaufelberger reported that August was slow and September is on the same track.

7. Potential new committee members – It was announced that Christopher Baetz is stepping down, due to work commitments. D. Becker and A. Higgins spoke to Dan Winkley, Hotel Manager of the White Hart, who agreed to join the SEDC.

8. New business – D. Becker mentioned some things brought up by Curtis Rand previously, including: an updated brand and logo; signage refresh; and the empty buildings in Lakeville. Discussion will be continued at the next meeting.

K. Kiefer will bring the name change, Salisbury Community and Economic Development Committee, to the next BOS meeting in October.

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