SALISBURY ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

OCTOBER 15, 2026 – 9:00AM (HYBRID)

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

1. **Approval of Agenda. So Moved** by R. Schaufelberger, seconded by A. Higgins, **With All in Favor.**

2. **Approval of 9/17/2026 meeting Minutes. So Moved** by R. Schaufelberger, seconded by A. Peck, **With All in Favor**.

3. Fall Festival performance – D. Becker talked to a few businesses, regarding turnout; there were 56 participants, good turnout, and responses. The pet parade was cancelled due to rain. There was social media and magazine promotion. There were a lot of out-of-town visitors. R. Schaufelberger commented that the Tri-State Chamber of Commerce has closed down; businesses paid in last year, but the woman in charge was paid staff and now is gone. D. Becker asked how to fill the gap and how to fund "Hometown Holidays." K. Kiefer had asked Joe Cleaveland how donations could be received and paid out. D. Becker added that Larissa Vreeland is interested in doing it, but funding is on hold. R. Schaufelberger commented that maybe the Salisbury Association could help quickly, but they are strapped for funding also and noted that the SEDC can't manage events like Hometown Holidays.

4. Discussion of Phase 1 SEDC budget funding through local businesses and the town – D. Becker commented that Curtis Rand thought funding should be run by local businesses. A budget of $4.9k was discussed; the SEDC has a plan, but not the funds yet. The SEDC would have to reach out to raise funds; donations would go to the Town of Salisbury for that purpose. D. Becker commented that they need to talk about a pitch. A. Higgins asked if the members can actually go around and ask for donations. (At this time, A. Higgins left the meeting) C. Sadlon and R. Schaufelberger commented that maybe the SEDC goes back to having evening meetings.

5. New logo/brand and updated signage/wayfinding per the First Selectman – D. Becker pointed out that some are outdated and can go; he mentioned it to Bob LaBonne and he wants to have one. D. Becker will do some research.

6. Timing on SEDC name change – This has to wait until the new term starts.

7. New committee member, Dan Winkley – The new term will start in November, 2026.

8. Salisburyct.us email addresses for committee members – This is prohibitively expensive and not available at this time; individual responses may not be a good idea.

9. EV charger dashboard – R. Schaufelberger reported that September was the best month so far; October is doing OK.

10. New business
    - Check with members, regarding the time of the meeting and day for 2027.
    - Additional SEDC members – C. Sadlon would like to add realtors. R. Schaufelberger will check with K. Kiefer to see if the number is limited.
    - C. Sadlon will ask the Salisbury Association for support

    Adjournment. So Moved by R. Schaufelberger, seconded by C. Sadlon, **With All in Favor.**