



MINUTES
WATERFORD ECONOMIC DEVELOPMENT COMMISSION
October 10, 2024
WATERFORD TOWN HALL
5:00 PM

MEMBERS PRESENT: Edward Lusher, Chairman, Kathleen Mullen-Kohl, Guy Russo
MEMBERS ABSENT: Michael Buscetto, James Nicholas
ALTERNATES PRESENT: Julie Greco
ALTERNATES ABSENT: Scott Gladstone
STAFF PRESENT: Jonathan E. Mullen, AICP, Planning Director, Mark Wujtewicz, Planner, Dawn Choisy, Recording Secretary

1. CALL TO ORDER/APPOINTMENT OF ALTERNATES

Chairman Lusher called the meeting to order at 5:00 and seated J. Greco for J. Nicholas.

2. APPROVAL OF MINUTES – September 12, 2024

MOTION: Motion made by G. Russo, seconded by J. Greco to approve the minutes of the September 12, 2024 meeting as written.

VOTE: 4-0

3. WOMEN'S BUSINESS DEVELOPMENT COUNCIL

Laura Blake and Susan Hackett, representing the Women's Business Development Council reviewed with the Commission how the WBDC supports women-owned businesses through grants and business consulting. (see attached).

(G. Russo left the meeting)

4. NEW BUSINESS

There was no new business

5. OLD BUSINESS

• **EDC Sponsored Open House**

R.T. Brown of seCTer gave a re-cap of the open house. He stated that there was follow-up from some of the attendees expressing interest in the programs that seCTer offers.

• **Gateway Signage**

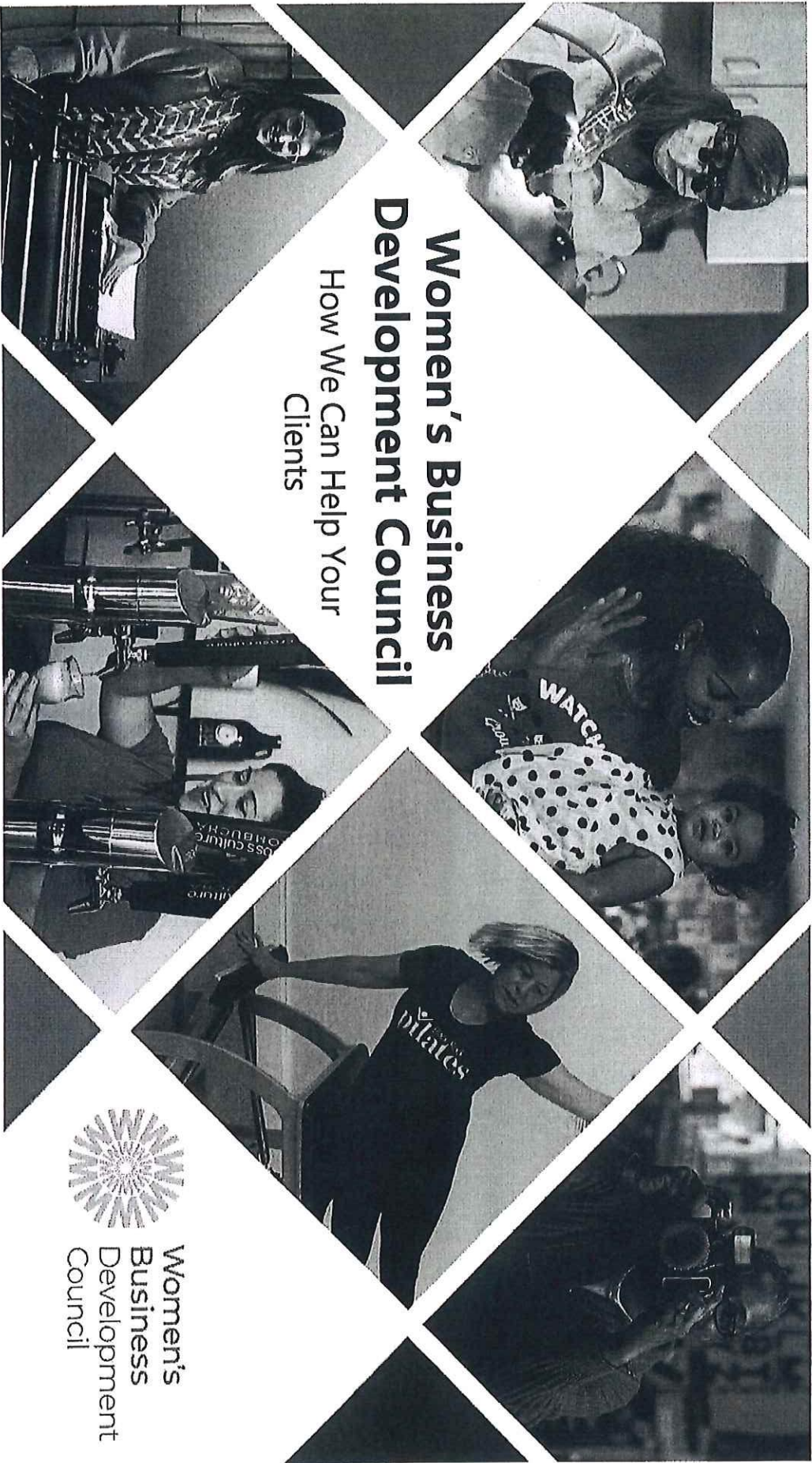
The Commission reviewed the design of the existing Welcome to Waterford signage, and offered suggestions on the design of the new signs. Philip Medbery of the Blacksmith shop offered suggestions.

6. ADJOURNMENT

MOTION: Motion made by J. Greco, seconded by K. Mullen-Kohl, to adjourn the meeting at 6:17.

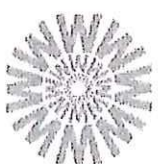
VOTE: 3-0

RECEIVED FOR RECORD
WATERFORD, CT
2024 OCT 16 P 2:03
ATTEST: *[Signature]*
TOWN CLERK

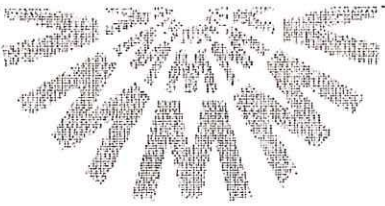


Women's Business Development Council

How We Can Help Your
Clients



Women's
Business
Development
Council



MISSION

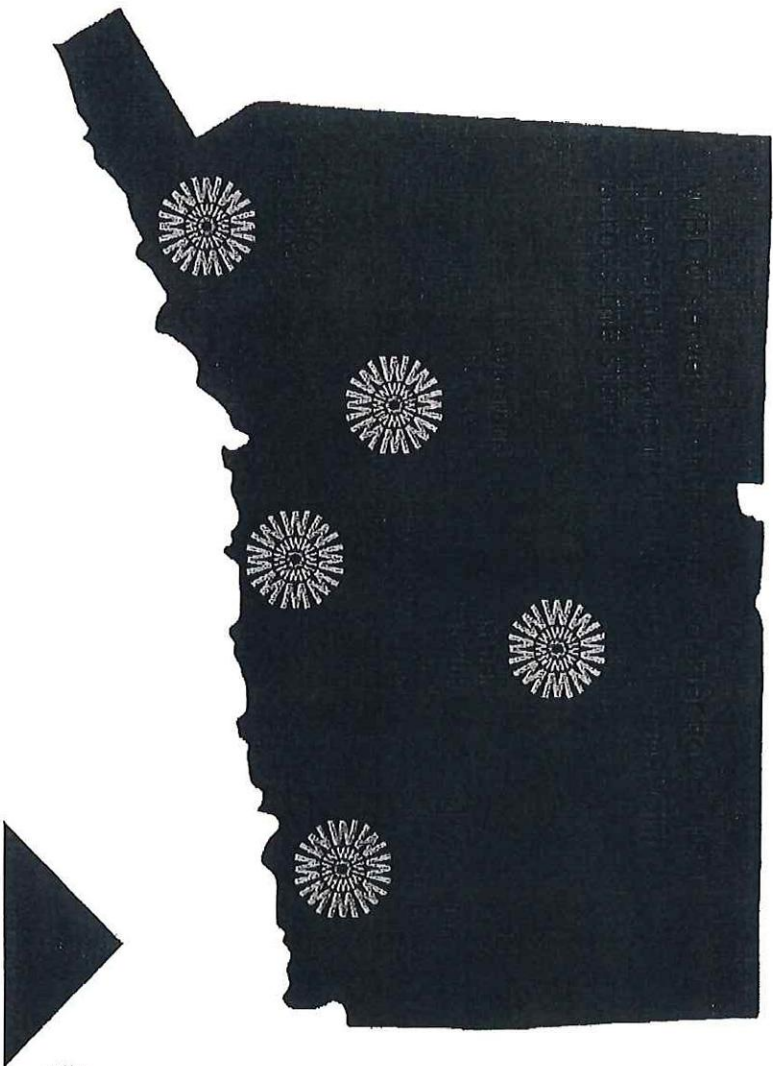
**TO SUPPORT ECONOMIC
PROSPERITY FOR WOMEN AND
STRENGTHEN COMMUNITIES**
through entrepreneurial and financial
education services that create and
grow sustainable jobs and businesses
across Connecticut

WBDC team



- 35 staff members
- Diversity of team reflects the population we serve: 43% people of color
- 6 fluent in Spanish

Supporting women entrepreneurs throughout their lives



 Women's Business
Development Council

WBDC impact

Empowering women entrepreneurs in
Connecticut for more than 26 years!

Since
1997:

14K+

Businesses
Launched,
Sustained
or Scaled

\$57M+

Client-accessed
Capital
(including \$7.7M
in WBDC grants
since 2020)

18.9K+

Clients Served
from All 169
CT Towns

31.4K+

Jobs Created
or Retained

\$694M

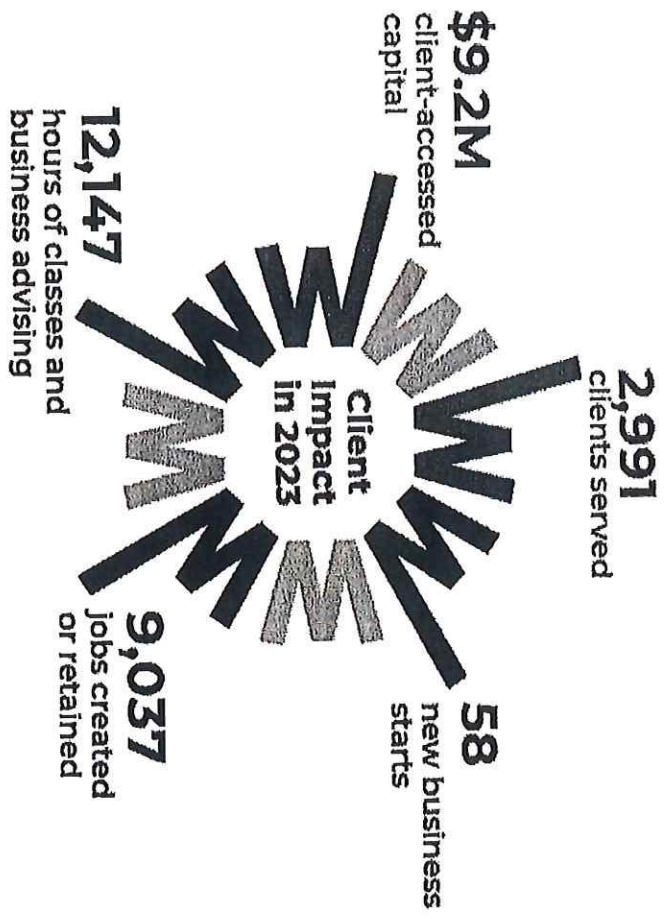
Client-earned
Revenue

5



Women's Business
Development Council

WDBD Impact in 2023

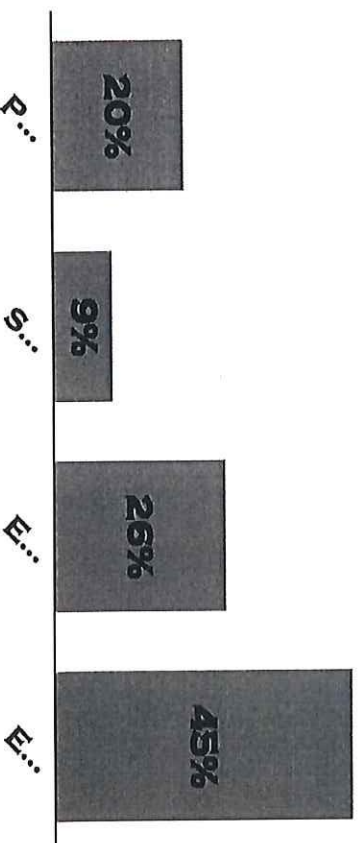


 Women's Business
Development Council

Demographics and Business Stages - 2023

DEMOGRAPHICS

- 47%** Owned by People of Color
- 64%** Low-to-Moderate Income
- 43%** In Economically Distressed Communities

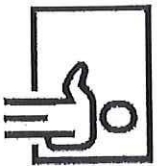


STAGES OF BUSINESS



Women's Business
Development Council

Since 1997, WBDC has served over 19,000 clients



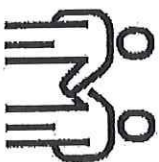
EDUCAT

TRAINING,
ADVISING, AND
MENTORING TO
GUIDE ASPIRING,
EMERGING, AND
ESTABLISHED
ENTREPRENEURS
ALONG THEIR
GROWTH
JOURNEY



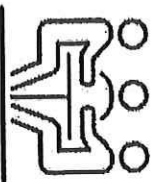
INVEST

GRANTS AND
TECHNICAL
ASSISTANCE TO
ACCESS CAPITAL TO
ASPIRING AND
ESTABLISHED
ENTREPRENEURS
THROUGH THE
OPPORTUNITY FUND
AND OTHER FUNDERS



CULTIVAT

NETWORKING
AMONG
ENTREPRENEURS TO
RAISE VISIBILITY
AND OPPORTUNITIES
FOR THEIR
BUSINESSES



ADVOCAT

FORUMS AND
OPPORTUNITIES
TO VOICE THE
NEEDS AND
IMPACT OF
WOMEN-OWNED
BUSINESSES



Women's Business
Development Council



Educate: selection of classes, most are free

- Business Concept Clinic: 7-session business concept development course for aspiring entrepreneurs
- Guide to Plan for Success (GPS): 9-session business plan development course for start-up and emerging entrepreneurs
- QuickBooks 101: 3-session QuickBooks basics course for business owners
- Marketing FUNDamentals: 7-session course for business owners that want to handle their own marketing (website, social media, etc.)
- Marketing Made Simple: single session classes on marketing topics, e.g., Branding, Public Relations, Search Engine Optimization
- Financial Foundations: single session classes on financial topics, e.g., Sources of Capital, Preparing Year End Books, Working with Your Bank
- Business Essentials: single session classes on a variety of topics, e.g., HR, Government Contracting, Developing an Employee Handbook



Women's Business
Development Council



Educate... advising... one-on-one advising... one-on-one advising...



KENYETTA BANKSLOY BRADDOCK
START-UP
TORRINGTON



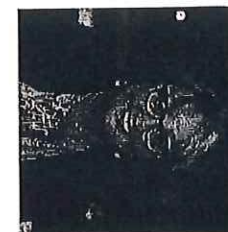
CAROL CHESWICK
BUSINESS
PLANNING



SAMANTHA CROSS
ACCESS TO
CAPITAL



LINDA FECTEAU
CHILD CARE



JANET JOHNSON
WATERBURY



TANYA KELLEY
CHILD CARE



**PAT POSADA
KLAPPER**
FINANCE
(SPANISH)



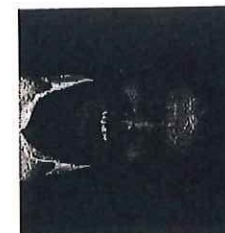
SHERRY KONWERSKI
BOOKKEEPING &
FINANCE



TERRI PIEKARA
SOCIAL MEDIA



ZAYED RODRIGUEZ
BUSINESS PLANNING
(SPANISH)



**Women's Business
Development Council**



Invest: Opportunity Fund

GRANTS TO GROW WOMEN-OWNED BUSINESSES

- **LAUNCH PAD:** \$2,500 TO START-UP BUSINESSES OPERATING FOR 2 YEARS OR LESS THAT COMPLETE A WBDC COURSE (GPS, BCC, MARKETING FUNDAMENTALS)
- **IGNITE:** UP TO \$10,000 FOR BUSINESSES OPERATING FOR 2 YEARS OR MORE FOR CLEARLY DEFINED GROWTH PROJECT

GRANTS TO SUPPORT AND GROW CHILD CARE BUSINESSES

- **START-UP GRANT:** UP TO \$5,000 FOR FAMILY HOME PROVIDERS AND UP TO \$25,000 FOR CENTER BASED PROGRAMS FOR START UP EXPENSES TO ASPIRING & NEWLY LICENSED CHILD CARE PROVIDERS
- **EXPANSION GRANT:** UP TO \$25,000 FOR GROWING CAPACITY OR OPENING A NEW LOCATION
- **EMERGENCY FACILITIES GRANT:** UP TO \$15,000 FOR URGENT FACILITIES REPAIR OR MAINTENANCE PROJECTS TO REMAIN OPEN SAFELY





Investment Opportunity Fund

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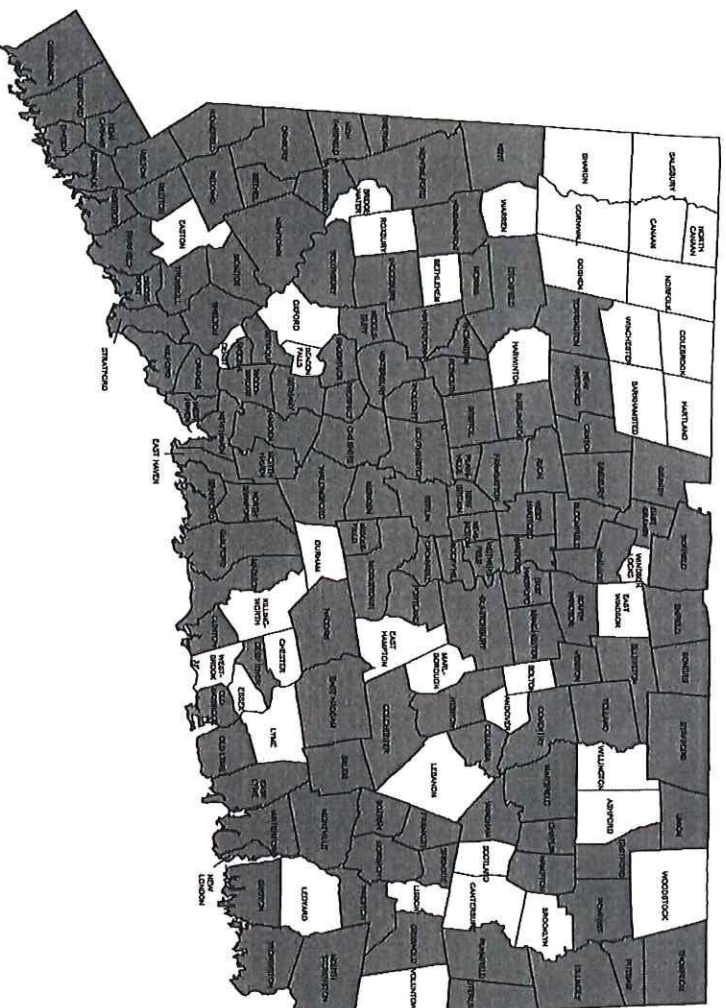
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Women's Business
Development Council

**We are reaching businesses across the state with our grant programs
(Launch Pad, Ignite, and Child Care)**



**WBDC grants reached
75% of CT towns
127 towns
774 businesses
\$10.3 million awarded
48% to women of color**



 Accounting & Finance	→	 Arts, Culture & Design	→
 Beauty & Spa	→	 Child Care	→
 Education	→	 Fashion & Jewelry	→
 Food & Drink	→	 Health & Wellness	→
 Home & Garden	→	 Hospitality, Travel & Recreation	→
 Marketing & Communications	→	 Medical/Healthcare	→
 Other	→	 Pet Care	→
 Professional Services	→	 Senior Care	→
 Technology	→		→

