



**Town of Stonington  
Economic Development Commission**

152 Elm Street  
Stonington, Connecticut 06378

**COMMISSIONERS**

**Dave Hammond**  
Chairman

**Kevin Bowdler**  
Vice Chairman

**Jim Lathrop**  
Member

**Suzanne Lane**  
Member

**Richard Balestracci**  
Member

**Dan McFadden**  
Member

**Bill Hobbs**  
Member

**Virginia Abernathy**  
Member

**Pete Robinson**  
Member

**John Godin**  
Alternate

**Open**  
Alternate

**Cullen Hagan**  
Alternate

*EDC Mission:  
To assist in the  
establishment of new  
business in Stonington;  
finding business.  
locations; State of  
Connecticut and local  
assistance and  
incentives; introductions  
to area officials and  
business leaders; and area  
statistics and information.*

**Final Minutes  
Special Virtual Meeting – Tourist Commercial (TC-80)  
Wednesday, May19, 2021, 9 a.m.**

- Call to order at 9.03 a.m. (recording of this meeting is not available online as storage was full).

The following EDC members were present: Kevin Bowdler, John Godin, Dave Hammond.

The following members of the public were present: Bill Middleton, Susan Cullen, Bruce Flax, and Lisa Konicki.

- We discussed the execution of the three surveys (see Appendix A). We will have a QR code for easy digital access to the surveys. The surveys aimed at residents and visitors will take a similar approach to distribution. The goal would be to obtain 1,500 to 2,000 responses for each survey. This might take us most of the summer to achieve but we believe that a good response rate will help validate the vision. Each will start with the question, 'Are you a Stonington resident or a visitor'. The answer to this question will then direct the responder to either the 'Stonington Resident' Survey or the 'Visitor' Survey. We will offer 5 x \$100 gift vouchers from the Mystic Chamber plus whatever other vouchers and discounts we can drum up from Exit 90 businesses and package them in a Stonington1649 tote bag.

**Delivery approaches for Resident and Visitor Surveys:**

1. Stonington1649 email distribution list and social media.
2. Olde Mistick Village email distribution list.
3. We will create a poster with QR code for posting on notice boards in Starbucks, McQuades, Mystic Visitor center, Dunkin Donuts, area Hotels, Seaport, Aquarium, YMCA , Olde Mistick Village businesses, etc...
4. Mystic Arts Festival.
5. Quarterly Stonington Events Magazine.
6. Story/advertisement in Mystic River press.
7. We will consider advertisements in The Day, buying an email



distribution list and sending out a flyer with the property tax bills in June.

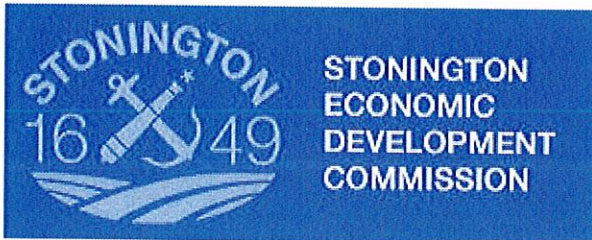
### **Delivery approach for business and property owner survey**

1. Physical letter with QR code to all property owners.
2. Email to all Olde Mystic Village business owners.
3. Mystic Chamber and Ocean Community email to relevant Mystic area members.

### **Other Action Items:**

- It was agreed that some renderings to help people visualize the re-imagining of Exit 90 would be helpful. Bill Middleton will talk to his engineer about some ideas for Coogan Boulevard. Kevin Bowdler will talk to Keith Brynes about walking and bike path trails. Dave recommended that we look at the [Halls Road redevelopment project in Old Lyme](#). We could also look at design options for River Access, welcome signs, street beautification and I95 underpass beautification.
- Kevin Bowdler will draft a story on the Exit 90 project to date that could promote the surveys and use a rendering from above to pique people's interest.
- Dave Hammond suggested that we should look at [Yale Urban Design workshop](#) for inspiration.
- Adjournment at 9:53 a.m.

Kevin Bowdler  
Economic Development Commission



David Hammond, Chairman  
Approved June 8, 2021



## APPENDIX A

### Exit 90 Survey Questions Visitor Survey Questions

1. **What were the reasons you came to Mystic? (circle all that apply)**
  - a. Vacation
  - b. Work
  - c. Wedding
  - d. Family event celebration
  - e. Casino
  - f. Serendipity!
  - g. Shopping
  - h. Entertainment/Family Attractions
  - i. Dining
  - j. Events
  - k. Other – Please describe
2. **When you visit a town like Mystic, what are the key things you are looking for? (Scale 1 to 5) and NA**
  - a) Family attractions
  - b) Restaurants
  - c) Nightlife
  - d) Hiking/biking activities
  - e) On the water activities
  - f) Shops
  - g) Museums
  - h) Cultural events
3. **How did Mystic meet your expectations in each of the following areas? (Scale 1 to 5) and NA**
  - a. Family attractions
  - b. Restaurants
  - c. Nightlife
  - d. Hiking/biking activities
  - e. On the water activities
  - f. Shops



- g. Museums
- h. Cultural events

**4. How did you hear about Mystic?**

- a. Live close by
- b. Social media
- c. Advertising
- d. Website
- e. Friend
- f. Other – please explain.

**5. How long was your stay?**

- a. Daytrip
- b. 1 to 2 days
- c. 3 – 7 days
- d. Longer than 7 days

**6. How likely are you to come back?**

*Highly unlikely/Unlikely, Likely, Most likely, Highly likely,*

**7. Would likely would you be to recommend a visit to Mystic to your family or friends (scale 1 to 10)**

**8. Why?**

**9. What is your age:**

- a. 18 to 34
- b. 35 to 54
- c. 55 to 64
- d. 65 and above



## Exit 90 - Business and Property Owners Survey Questions

1. What type of business do you own?
  - a. Hotel
  - b. Retail shop
  - c. Restaurant
  - d. Grocery store
  - e. Banking
  - f. Medical
  - g. Service
  - h. Events
2. How long have you been in business in Mystic/Exit 90
  - a. < less than one year
  - b. One to five years
  - c. > five years
3. Who are your customers?
  - a. Residents      %
  - b. Visitors        %
4. On a scale of 1 through 10, which improvements could be made by the Town of Stonington to improve your business?
  - a. Nearby residential living
  - b. Walking trails and bike paths
  - c. River Access
  - d. Pedestrian friendly
  - e. Building curb appeal
  - f. Welcome signage and beautification. Landscaping, flowers, trees etc.
  - g. Wayfinding Signage
  - h. Other – please explain.
5. One concept in the Vision is to attract residential development to this neighborhood, creating a new "village" in a transition to "lifestyle center". On a scale of 1 to 5 would you support such a vision?
6. On a scale of 1 to 5 how likely are you to invest in your business over the next 5 years?
7. If yes, what type of investment?
  - a. Renovate/expand.
  - b. New signage,
  - c. Façade improvements,
  - d. Technology/equipment upgrades,
  - e. drive through services,
  - f. Advertising/marketing
  - g. Other – please explain.



## Exit 90 - Stonington Residents Survey Questions

1. **What were the reasons you came to Exit 90 neighborhood/Mystic Aquarium/Olde Mistick Village? (check all that apply)**
  - a. Shop
  - b. Healthcare services
  - c. Restaurants
  - d. Coffee
  - e. Work
  - f. Easiest way to go home.
  - g. Family attractions
  - h. Restaurants
  - i. Entertainment
  - j. Hiking/biking activities
  - k. Cultural events
  - l. Other (please describe)
2. **What would you like to see more of and less of Exit 90? (Scale 1 (less of)- 10 (more))**
  - a. More pedestrian friendly
  - b. Walking and bike trails
  - c. Parks, flowers and trees
  - d. Senior living
  - e. Condo/apartment buildings
  - f. River Access
  - g. Attractive welcoming gateway to Stonington
  - h. Underground utilities
  - i. Parking
3. **How long have you lived in Stonington?**
  - a. Less than one year
  - b. One to five years
  - c. Six to ten years
  - d. Over 10 years
4. **What is your age:**
  - a. 18 to 34
  - b. 35 to 54
  - c. 55 to 64
  - d. 65 and above