

**Economic Development Commission
Minutes
January 3, 2011**

Members Present: Richard Nunn, Chairman
Gary Fappiano
Mark Gingras
Joseph Mirra, Vice-Chairman
Jim Wolfe

Members Absent: Tom Collette
Rosemarie Preneta

Others Present: Don Roe
Doreen DeSarro
John LeTourneau

Chairman Dick Nunn called the meeting of the Economic Development Commission to order at 6:50 p.m.

1. **Approval of Minutes dated December 6, 2010** – Jim Wolfe made a motion to approve the December 6, 2010 minutes as presented; Mark Gingras seconded the motion. Staff noted that the wording under Item 6 – Quinnipiac Chamber of Commerce should be changed from “annual meeting” to “annual holiday party”. By unanimous vote, a motion to approve the minutes as revised was carried.
2. **Election of Officers** – Jim Wolfe made a motion to nominate Dick Nunn as Chairman and Joe Mirra as Vice-Chairman for 2011; Mark Gingras seconded the motion. By unanimous vote, the motion carried.
3. **Review of Expenditure Report 10-11** – The November report was included with the meeting packet. The secretary noted that, on a cash basis for the end of December, approximately 25% of the promotional expenses have been expended. Mark Gingras commented that more money is expected to be spent shortly.
4. **Staff Reports**– Doreen DeSarro distributed and reviewed the marketing report for December. She started by saying WCI's Holiday Stroll in early December was well attended; the holiday supplement for this event, which appeared in the Record-Journal, was subsidized by the EDC on behalf of the downtown merchants. John LeTourneau agreed, saying that it was very successful. Many people came for the snacks and ended up buying as well. He said that those merchants who participated really got into it. There were a lot of activities that drew a crowd.

Doreen continued her report and mentioned that letters to local companies requesting company visits for late January/early February will be sent this week. The EDC needs to hold open Jan. 25 and Feb. 2 and 3 for these visits.

Joe and Doreen have been working to invite some companies to the Mayor's State of the Town; two tables have been reserved. Any EDC member who plans to attend needs to contact the office so reservations can be made with the Quinnipiac Chamber of Commerce.

Other items mentioned: Web Marketing (the first CCAED e-newsletter was sent on December 7); Print Advertising (quotes to print the 4-color, bi-fold promotional brochure are being sought); and Doreen worked with a firm anticipating purchase of equipment, a firm contemplating a 40,000 sf expansion and with the CT Community Investment Corp. on an SBA funding application for a local firm.

Regarding the Update on Downtown, Doreen told the EDC about a few new companies in the downtown and updated the Commission on response to the façade grant program.

Members discussed a local company who completed a renovation. Joe Mirra suggested that the Retention & Incentives Subcommittee send a letter to companies who do a good job with renovations. Gary Fappiano said he would do a letter for the particular company being discussed.

5. Subcommittee Reports

- **P&Z Liaison** – Jim Wolfe and Joe Mirra attended the December 20 meeting between the Planning & Zoning Commission and the Town Council concerning the Incentive Housing Zone. There was no favorable vote by the Town Council. The Council suggested PZC use the plan as a beginning and to continue to work on it. The subcommittee members will continue to attend any meetings on this issue. Dick Nunn asked if the subcommittee thought the Council's decision would jeopardize the project. Jim and Joe said the funds were not guaranteed to begin with. This process allowed the Town to take a good look at that area and create a plan.

The subcommittee and staff compared Meriden's zoning regulations to Wallingford's concerning restaurants in business parks similar to the IX/I-5 zones. Jim said the subcommittee thinks our regulations should be reviewed again to see if any changes should be made at this time; after the review, any subcommittee recommendations will be brought before the EDC at a later date.

- **Retention/Incentives** – The subcommittee will be meeting on January 13. One item they want to discuss are the start-up costs required by the Town for permits, deposits, etc.; *Gary Fappiano asked that staff have a list of these fees available to the subcommittee before their meeting.*

Gary wondered about putting up a promotional sign at the Railroad Station similar to the "Wallingford Works"? Don said that the railroad owns all the property up to the Station itself so it could not be placed on the platform area. John LeTourneau suggested looking at the Town parking lot as a possible location for a sign. *Staff will look to see what areas are available for signage.*

- **Marketing** – This subcommittee will meet on February 2 and begin budget discussions for 2011-12. Mark Gingras said staff is getting quotes to print the bi-fold brochure. Dick Nunn asked if there is a timeline for when things are expected to be done? Mark said yes, the deadlines are on the marketing worksheet.

6. **Discussion and Possible Approval of Yearly Meeting Schedules for Subcommittees** – Dick Nunn asked that each meeting schedule be sent to all the Commission members; the secretary said that, once finalized, the EDC will get copies of all schedules. **Joe Mirra made a motion to accept the 2011 meeting schedule for the P&Z Liaison and Retention & Incentives subcommittees as drafted and revised tonight; Jim Wolfe seconded the motion; by unanimous vote, the motion carried.** Due to some possible changes, it was unanimously agreed to postpone approval of the drafted Marketing Subcommittee meeting schedules until the February meeting.

7. Regional Matters

- **Central CT Alliance for Economic Development** – Don Roe reported the group plans to meet on January 27.
- **New Haven Manufacturers Association** – No report.
- **Quinnipiac Chamber of Commerce** – The EDC discussed how best to involve the Chamber of Commerce in their projects. It was suggested that something with a short-term commitment might work best. Joe Mirra suggested that the EDC continue to keep the Chamber informed of what we're doing;

they are welcome to assist whenever they are able. This works both ways – if the EDC can help them, they should let us know.

- **REX** – No updates at this time. *Staff plans to contact them before the next Marketing Subcommittee meeting.*
- **Workforce Alliance** – Joe Mirra said Workforce Alliance is working with a new Wallingford company.

Jim Wolfe asked to go back to the topic of the sign at the Railroad Station; is there any money in the budget to get a sign done this year? Don Roe said under Planning & Zoning Commission regulations, the EDC is allowed to have three (3) signs. Currently, there are two on I-91 (north- and southbound) and one on the Merritt. Jim said that the one on the Merritt is currently blocked by some pine trees planted by the State; maybe we could use remove that sign and erect a new one at the Railroad Station. *Don said that staff will talk to Liz Landow at WCI; she should be included in any discussions about a new sign in the downtown.* Gary Fappiano wondered if Steve Lazarus would be able to help with the design of a new sign? Mark Gingras said that signage is part of the work done by the Marketing Subcommittee; this idea will be discussed at an upcoming meeting.

John LeTourneau said Mr. Messite wants to work with someone on a highway ramp signage program. Don Roe said that the State is reconfiguring their sign program and guidelines will not be available until later in the year.

John LeTourneau also asked the EDC to keep R. Frank Printing in mind when getting quotes for print advertising; *staff will let the designer know to include that company when seeking quotes.*

There being no further business, Jim Wolfe made a motion to adjourn the meeting at 8:05 p.m.; Mark Gingras seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Lynn M. Wolff