

**Economic Development Commission  
Minutes  
November 4, 2009**

**Members Present:** Joseph Mirra, Vice-Chairman  
Tom Collette  
Gary Fappiano  
Mark Gingras  
Rosemarie Preneta  
Jim Wolfe

**Members Absent:** Richard Nunn, Chairman

**Others Present:** Don Roe  
Doreen DeSarro, Business Recruiter  
Fred Ulbrich, Ulbrich Stainless Steel

Vice-Chairman Joe Mirra called the regular meeting of the Economic Development Commission to order at 6:30 p.m.

1. **Approval of Minutes dated September 14, 2009** – Jim Wolfe made a motion to approve the September 14, 2009 minutes as mailed; Mark Gingras seconded the motion. By unanimous vote, the motion carried.

Don Roe told the EDC about a request from the Planning & Zoning Office that needed immediate attention. Linda Bush, the Town Planner, is requesting a letter of support from the EDC regarding the Incentive Housing Zone. In order to discuss this item, it was asked that the EDC make a motion to add the item to tonight's agenda. **Jim Wolfe made a motion to put the request onto the agenda; Gary Fappiano seconded the motion. By unanimous vote, this item was added to the agenda.** Jim Wolfe reminded the Commission it had already voiced its support, through the Planning & Zoning Liaison Subcommittee. The State now requires that this support now be in writing. **Jim Wolfe made a motion that a letter be prepared by staff, approved by Chairman and Vice-Chairman, stating the EDC's support for the Incentive Housing Zone application; Tom Collette seconded the motion. By unanimous vote, the motion carried.**

2. **EDC Marketing Discussion/Charette**– Don Roe gave a brief history of why the Marketing Subcommittee proposed this open-air, brainstorming session and also agreed that it would be beneficial to invite Mr. Fred Ulbrich to attend as well. Suggestions/ideas for future marketing strategies were discussed. Some of the suggestions included:
  - Electronic Media
    - Use of the internet – develop an e-newsletter for Wallingford news only
    - Develop a business-sized DVD or flash drive about Town that can be passed out at various events
    - Add a fact sheet to our web site (see Other)
  - Net...Working (see Other)
    - Work with Choate, Quinnipiac University and Yale to have information on Town displayed and/or given out with packets to parents
    - Work with 5-10 companies to have them distribute information about Town

- Other
  - Develop Fact Sheet(s) showcasing positive facts about Town:
    - Survey 5-10 companies (pilot program) and find out what they like about doing business in Wallingford
    - Have specific figures about the Town (such as comparing Wlfd. electric rates to NU and/or CL&P)
    - Distribute fact sheet to Choate, Quinnipiac University and Yale for inclusion in mailings/displays for parents
    - Distribute fact sheet to pilot program companies for distribution to their clientele
    - Have the fact sheet ready for the Mayor's State of the Town in January

The Marketing Subcommittee was pleased with the ideas presented and will discuss them at their next subcommittee meeting. The EDC thanked Mr. Ulbrich for attending and for assisting with this charette.

**There being no further business, Tom Collette made a motion to adjourn the meeting at 7:47p.m.; Gary Fappiano seconded the motion. By unanimous vote, the motion carried.**

Sincerely,

Lynn M. Wolff