

**Economic Development Commission
Minutes
February 2, 2009**

Members Present: Richard Nunn, Chairman
Joseph Mirra, Vice-Chairman
Tom Collette
Gary Fappiano
Rosemarie Preneta
Jim Wolfe

Others Present: Don Roe
Doreen DeSarro, Business Recruiter

Chairman Dick Nunn called the meeting to order at 6:35 p.m.

1. **Approval of Minutes dated January 5, 2009** – Jim Wolfe made a motion to approve the January minutes as drafted; Gary Fappiano seconded the motion.
2. **Review of Expenditure Report** - Nothing to report on or comment about the December report.
3. **Marketing/Staff Report – January** – Doreen DeSarro distributed and reviewed the report for January.
4. **Update on Downtown** – Doreen distributed and reviewed the January report.
5. **Subcommittee Reports**
 - **P&Z Liasion** – Jim Wolfe reported that the subcommittee met before this meeting. They discussed the Wallingford Incentive Housing Zone. The subcommittee thinks the position should be that the EDC support the idea but would ask that, if it is successful, that the area be expanded. Tom Collette asked Doreen DeSarro to explain the Zone. The Zone would be similar to Blueback Square, with retail on the first floor and the upper 2-3 stories designated for housing. Gary Fappiano wondered how the project area as proposed could hold more buildings of that style? The subcommittee agreed, which is one reason why they want the area expanded. **Jim Wolfe made a motion that, based on tonight's discussion regarding the Incentive Housing Zone, he and Joe Mirra represent that the EDC will support the proposed zone and, if successful, request that the area then be expanded. Gary Fappiano seconded the motion. By unanimous vote, the motion carried.**

The subcommittee also discussed the I-5/IX in preparation for a PZC workshop on February 23 at 7 p.m. Jim and Joe plan to attend that workshop; other members will also try to attend. The subcommittee plans to say that the EDC has not changed its position: no changes be made to the regulations for these zones unless there are design standards. The Commission agreed. Don Roe said that the amount of IX property is very limited; Doreen DeSarro said that there are only 2-3 vacant parcels remaining. The subcommittee said it still has additional work to do on this subject with assistance from staff.
 - **Report on Jan. 16 Luncheon** - Joe Mirra reported that six new businesses were invited to the Mayor's State of the Town on January 16. Joe and others thought that this went very well.

The companies had a great time and met quite a few businesses. It also led to a lead – one of the companies might want to expand. Don asked if there were any other upcoming events/meetings to which new companies could be invited but no one offered any suggestions. It was agreed to continue the practice of inviting new businesses to the Chamber's event.

- **Retention/Incentives** – Gary Fappiano reported that there will be a company visit with Polylok on February 6 at 10 a.m. Gary will attend that meeting; Dick Nunn said he will also try to be there.
- **Marketing** – Tom Collette said the subcommittee is looking at ways to support the Town by advertising downtown businesses. He recently visited Holiday Cinemas to introduce himself and discuss ways to advertise at the theater. The owner said he would be willing to run ads on the screens in the lobby for free; *Doreen DeSarro will call the owner to discuss this in more detail.* Dick Nunn liked the idea but suggested that the advertising should be for the entire town, not just focus on the downtown. Tom said that advertising the downtown is the starting point. Tom added that another idea was to use the Parks & Recreation brochure for "advertising".

- **Discussion and Possible Action re: 2009-10 Budget Submittal --** Don Roe said that the subcommittee and staff do not yet have all the final answers for next year's budget but have been brainstorming. The draft budget distributed to the Commission was framed around some assumptions. The draft figures are as follows:

Transportation Reimbursement	\$ 300
Office Expenses & Supplies	\$ 6,340
Promotional Expenses	\$12,625
Meeting, Seminars & Dues	\$ 1,735
Prof. Svcs. – Ec. Dev. Marketing	\$ 0

Don said Office, Expenses & Supplies was increased to cover the cost to reprint the current promotional materials without making any design changes. Promotional Expenses shows a decrease, reflecting no funds being allocated for national advertising; the budgeted funds will instead focus on regional/local advertising. Gary Fappiano asked if we need to go out to bid on the printed materials; and can we use local printers? Doreen said it will depend on the quotes; if the quotes are over a certain amount (\$4,000), then it will need to go out to bid. **Joe Mirra made a motion to approve the budget as drafted; Jim Wolfe seconded the motion. By unanimous vote, the motion carried.**

6. Regional Matters

- **Regional Growth Partnership** – No report.
- **Quinnipiac Chamber of Commerce** – Don Roe distributed a flyer about CT Business Day on March 4. The Chamber would like to have a significant presence at the event this year. Also, Don reported that Robin Wilson's father had passed away; a sympathy card was distributed for the members to sign.
- **Workforce Alliance** – Dick Nunn attended the annual meeting, which he said was well attended. The Governor was expected but did not make it to the event. Dick said the speaker was a former drug pusher who is now a successful businessman. Dick thought it was a good meeting.
- **CCAED** – Doreen DeSarro reported that she and Don Roe met with towns to discuss the possibility of working together as our own region. Some of the topics discussed included: Do the towns have any common businesses that would constitute a cluster; would regional ads be beneficial; could the BThrifty type of advertising work for these towns; and would a regional

e-newsletter be helpful? Peggy Brennan of Meriden will get an estimate for the cost of an e-newsletter. The organization plans to meet again in February in Cheshire.

Jim Wolfe gave Doreen DeSarro a copy of an article from the New Haven Register which he thought contained good information and might be useful to her.

There being no further business, Joe Mirra made a motion to adjourn the meeting at 7:25 p.m.; Jim Wolfe seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Lynn M. Wolff