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5 **Economic Development Commission**  
6 **Minutes**  
7 **March 7, 2011**  
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11 **Members Present:** Richard Nunn, Chairman  
12 Tom Collette  
13 Mark Gingras  
14 Joseph Mirra, Vice-Chairman  
15 Rosemarie Preneta  
16 Jim Wolfe  
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18 **Members Absent:** Gary Fappiano  
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20 **Others Present:** Doreen DeSarro  
21 Don Roe  
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24 Chairman Dick Nunn called the meeting of the Economic Development Commission to order at 6:35  
25 p.m.  
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- 27 1. **Approval of Minutes dated February 7, 2011** – Mark Gingras made a motion to approve the  
28 February 7, 2011 minutes; Jim Wolfe seconded the motion. By unanimous vote, a motion to  
29 approve the minutes was carried.  
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31 2. **Review of Expenditure Report 10-11** – Don Roe said any items would be discussed under other  
32 agenda items.  
33  
34 3. **Staff Reports** – Doreen DeSarro distributed and reviewed the marketing report for February along  
35 with a copy of the new “Plug In” flyer (*copy attached*). Regarding the company visit with Goodyear  
36 Tire, Jim Wolfe said the distribution facility has less than 10 employees and services retailers (car  
37 dealers, gas stations, etc.). During the meeting it was mentioned that there might be up to 19  
38 different types of tires produced for a particular car.

39 Doreen reminded the Commission that the Quinnipiac Chamber of Commerce Business Expo  
40 will be held on April 7; she distributed a sign-up sheet for help at the EDC booth.

41 Jim Wolfe asked if we could put the new brochure at the Marriott. Doreen said that the last  
42 manager she talked to did not want flyers on display at the hotel. Jim said he and Joe Mirra will  
43 visit the hotel to talk to the manager about displaying this brochure.

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#### 45 **4. Subcommittee Reports**

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- 47 • **P&Z Liaison** – Jim Wolfe said he and Joe Mirra will attend a Planning & Zoning Commission  
48 (PZC) meeting on March 14. One item on the agenda involves a proposal to eliminate the  
49 portion of the IX regulations that says only 1 building per site is allowed. Jim said the  
50 subcommittee is in favor of changing the regulations to allow for “1 or 2” buildings but would not  
51 be in favor of multiple buildings per lot. The subcommittee asked that the EDC comment on this  
52 proposal. **Tom Collette made a motion to propose changing the wording of the IX**  
53 **regulations from 1 building to “no more than 2 buildings”;** **Rosemarie Preneta seconded**  
54 **the motion. By unanimous vote, the motion carried.**

55 Joe Mirra said the subcommittee continues to discuss architectural design standards in the  
56 I-5 and IX zones. *Staff will redraft the architectural design recommendations.* Don Roe said  
57 that the PZC will eventually have a set of criteria regarding architectural design but the Town  
58 would not have design review. Doreen agreed -- these are design recommendations not  
59 requirements.

60 Joe Mirra said that the subcommittee continues to work with PZC on the incentive housing  
61 zone.

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- 63 • **Retention/Incentives** – Rosemarie Preneta said the subcommittee is scheduled to meet on  
64 March 31; no further report.

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- 66 • **Marketing** –

67 ➤ **Update on EDC Budget 2011-12** – Don Roe told the EDC that staff revised the budget  
68 before its submittal to the Mayor. This was done for two reasons: some of the preliminary  
69 numbers had not been fully flushed out and Doreen DeSarro had concerns about submitting a  
70 budget that did not follow the directive of the Mayor. As a result, \$1,500 was removed from  
71 Promotional Expenses because the “welcome sign” originally budgeted for 2011-12 will be  
72 pursued with private parties. An initial meeting with Masonicare, arranged by Rosemarie  
73 Preneta, has occurred. Staff also met with WCI to firm up e-marketing and other initiatives. A  
74 reduced EDC budget (approximately \$2,800 less) was submitted to the Mayor along with a  
75 cover letter for the 4 budgets for which Program Planning is responsible. The Mayor asked for

76 more explanation concerning the EDC's budget; staff drafted a new cover letter, which was read  
77 to the EDC. The EDC agreed that the letter provides sufficient detail.

78 ➤ **Review April-June Marketing Initiatives/Expenditures** - Mark Gingras said the  
79 subcommittee is investigating how to enhance the Town's web site to focus more on economic  
80 development and also working on a "brand" for the Commission. These items will be done  
81 within this year's budget. Don added that staff anticipates approximately \$2,200 in underruns  
82 within Promotional Expenses. At their next meeting, the subcommittee and staff will discuss  
83 what options the EDC has for these underruns.

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## 85 **5. Regional Matters**

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87 • **Central CT Alliance for Economic Development** – Doreen DeSarro reported that the last  
88 scheduled meeting, cancelled due to weather, has not yet been rescheduled.

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90 • **New Haven Manufacturers Association** —Don said that this is our first year as a member and  
91 we are still evaluating this.

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93 • **Quinnipiac Chamber of Commerce** – Don Roe reminded the EDC that Business Day in  
94 Hartford is coming up; if needed, information on this can be forwarded to Commissioners. Also,  
95 staff has a meeting with Robin Wilson on Tuesday, March 8.

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97 • **REX** – Don Roe said REX has started their advertising campaign which includes highway  
98 billboards, radio spots and national print advertising.

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100 • **Workforce Alliance** – Joe Mirra told the EDC to watch for an e-mail he had sent concerning  
101 unemployment issues. Also, federal funding for this program could be in jeopardy; we will see  
102 what happens.

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## 104 **6. Community Involvement**

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106 Jim Wolfe saw an out-of-town sign that said "We've moved to Wallingford." He suggested the  
107 EDC offer to pay for similar signage when a company moves to the Town. The EDC liked the idea.  
108 The Marketing Subcommittee took the photos of the signage and said they will discuss it at an  
109 upcoming meeting.

