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4 **Economic Development Commission**
5 **Regular Meeting Minutes**
6 **April 2, 2012**
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9 **Members Present:**

Joseph Mirra, Chairman
Richard Nunn, Vice-Chair
Tom Collette
Gary Fappiano *
Mark Gingras
Rosemarie Preneta
Jim Wolfe

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17 **Others Present:**

Don Roe, Ec. Dev. Coord.
Doreen DeSarro
Lynn Wolff, Secretary
John LeTourneau, Town Councilor

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23 Chairman Joe Mirra called the meeting of the Economic Development Commission to order at
24 6:30 p.m.

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26 **1. Approval of Regular Meeting Minutes, dated March 5, 2012 – Mark Gingras made a motion**
27 **to approve the March 5, 2012 Regular Meeting Minutes as drafted; Dick Nunn seconded the**
28 **motion.** Several changes were noted: Line 32: change “attend” to “attended”; Line 79: add
29 “PZC” before “Commissioners”; and Line 113: delete duplicate wording “the R/I”. **By unanimous**
30 **vote, the motion carried.**

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32 **2. Review of February Expenditure Report 2011-12 – Don Roe said expenditures will be**
33 **discussed in detail under the Marketing Committee section. The total amount of underruns is**
34 **estimated at about \$6,000. However, staff has earmarked these funds for one large item.**

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36 * Gary Fappiano arrived.
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38 **3. Staff Reports**

39 Doreen DeSarro distributed and reviewed the March report (*copy attached*).

40 Don Roe wondered is there were any other suggestions for this month’s press release other
41 than reporting on Joe Mirra’s presentation at SCOW and Don’s presentation to the Rotary. He
42 asked Tom Collette if he had heard any feedback from Rotary about his presentation and who on

43 the Rotary might Don approach for a quote? Tom said all feedback so far has been positive and
44 to ask Sam Sargent, Rotary President, for a quote. Since there were no other suggestions, Don
45 will draft a press release on those topics.

46 Don said the next scheduled date for a GTV taping is set for May 9; does that work for the
47 Marketing Committee? Mark and Tom said that looked OK. Don briefed them on what to expect.

48 Tom Collette and Gary Fappiano received DVDs of Joe Mirra's Preview show on GTV for their
49 review. Rosemarie Preneta also asked to borrow a copy when available.

50 The public hearing for the Town budget is scheduled for April 11 at 6 p.m. Doreen DeSarro,
51 Joe Mirra and Dick Nunn will represent the EDC. The Budget Workshop for the EDC budget is
52 set for April 17 at 6 p.m. Don Roe, Joe Mirra, Tom Collette, Mark Gingras, Gary Fappiano and
53 Jim Wolfe plan to attend.

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55 4. **Subcommittee Reports**

56 • **Marketing** – Mark Gingras reported that the Committee discussed the GTV taping, since it
57 is the next Committee scheduled to appear. Retention/Incentives will follow after Marketing and
58 then the Planning & Zoning Liaison Committee. It is still hoped that other tapings will occur. The
59 Committee will be meeting on April 11 at LT's offices to review the work on the new logo.
60 Examples of the work to date was distributed and discussed.

61 Doreen DeSarro showed an example of a sign that was created by Mark Gingras for use in
62 the Ambassador Program. Initially, it was suggested that the sign was good but thought the size
63 of the sign should be no larger than 8.5 x 11 to better fit on a table. However, after some
64 discussion among the members, many said that the larger size might be nice to hang behind the
65 front booth table; it was eye-catching. Mark will make up a few of both sizes and let the
66 companies who agree to become Town Ambassadors decide which one will best work for them.
67 Jim Wolfe suggested putting a plug into the heart graphic; Mark said he will try to do that.

68 Others items discussed by this Committee: the QR code; the possibility of doing streaming
69 video on the home page of the Town's website; the budget workshop; and a request from WCI for
70 additional funds. Jim Wolfe suggested the Committee and WCI think about doing something to tie
71 into the American Express commercial on "Shop Downtown Saturday". Mark mentioned that the
72 Committee is also thinking about capitalizing on the fact that Wallingford has several companies
73 with world headquarters here (e.g. Molded Industrial Plastics, Global Environmental
74 Technologies; Amphenol, APS and perhaps Ulbrich).

75 Doreen DeSarro said the Committee had looked at the underruns and made some
76 suggestions. Since that meeting, however, it was discovered that the sign on I-91 south was
77 damaged during the last year and a panel is in danger of falling down. Don Roe said that

78 something needs to be done quickly about the sign before the planting season starts (early May),
79 since access to the sign is across 2 farm fields. Quotes from area sign companies were solicited
80 to see what the cost to replace the sign might be and whether or not it could be accomplished
81 within this short time period. Only one company responded on Monday; the price is \$4,800
82 without design work. The EDC discussed what to do with the sign. It was agreed that staff should
83 take whatever steps are necessary to get the sign either fixed or make sure the sign is removed.
84 If, however, the sign must be removed instead of repaired, this will impact next year's budget.
85 Staff will try to get as much work done out of the current year's budget as possible.

86 • **P&Z Liaison** – Jim Wolfe reported that the Committee discussed the last Planning &
87 Zoning Commission meeting where uses in the I-5 and IX zones were discussed and he reported
88 that the request by a local company the Committee has been working with was passed. Jim
89 asked Doreen DeSarro to relate the story of how close Wallingford was to losing this company.
90 Doreen said that the Mayor's Office received a letter from the company stating that another state
91 was offering them tax credits to their competitor to keep them in Kentucky and wondered if CT
92 could match their terms. After meeting with the company as well as Town and State officials, it
93 was determined that Connecticut could not match the terms. However, Doreen was able to find
94 two other state tax credit programs that this company could apply for and arranged another
95 meeting with the State to discuss this and other recently enacted incentive programs. These, plus
96 the productivity of this manufacturer's workforce was enough to keep this Wallingford company
97 here. Jim Wolfe said this story should be brought up at the budget workshop. Don Roe said he is
98 not sure that this is public information. Mark suggested that when the Retention/Incentive
99 Committee does its GTV taping, perhaps they could discuss the process without mentioning any
100 names. Don thought that perhaps an entire show could be developed on this process.

101 Jim said that another company has requested support when they go before ZBA regarding a
102 setback variance. Since there is a short time frame before this item comes before ZBA, the
103 Committee is inclined to give their support on this use change but has some concerns about the
104 company's continued disregard for PZC regulations, particularly about outside storage. After
105 much discussion, **Gary Fappiano made a motion to send a letter to ZBA supporting the**
106 **company's request concerning the setback but with the caveat about the need to follow**
107 **PZC zoning regulations; Mark Gingras seconded the motion. By unanimous approval, the**
108 **motion carried.**

109 Jim said he suggested at the last WCI meeting that the Town do what it can to make any
110 Town parking lots as safe as possible.

111 • **Retention/Incentives** – Gary Fappiano reported at the last Committee meeting, it was
112 agreed to send out letters to approximately 18 companies who are moving in, relocating or

113 renovating. One of the companies on the list (CVS) started a discussion about design standards.
 114 Gary liked Rosemarie Preneta’s suggestion that Planning & Zoning make a practice to ask (when
 115 a franchise is considering putting a building up in Town) what building styles are available, instead
 116 of accepting the first style presented. Also discussed was the next company visitation schedule
 117 and the topics for the R/I Committee GTV taping.

118 Gary said he talked to some of the business owners whose businesses are along the railroad
 119 tracks about the idea of signage on the back of their buildings; several expressed interest.
 120 However, this topic was tabled until after the new logo is done.

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122 **5. Regional Matters**

- 123 • **Central CT Alliance for Economic Development** – Doreen DeSarro reported that a story on
 124 Wallingford’s Route 5 will be featured in the next e-newsletter.
- 125 • **Quinnipiac Chamber of Commerce** – No report except a reminder about the upcoming
 126 Business Expo on April 19.
- 127 • **REX** – No report.
- 128 • **Workforce Alliance** – No report.

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130 **6. Community Involvement**

131 Jim Wolfe said he was reviewing the zoning map and wondered if the strip from the Yalesville
 132 Vet east to Hope Hill Road should be changed from R-18 (straight residential) to some other
 133 designation. Jim said he will talk to the Planning & Zoning office to see what she thinks. This
 134 might need to wait until either a Planner is chosen or until work on the Plan of Development starts.

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136 **There being no further business, Dick Nunn made a motion to adjourn the meeting at 8:10**
 137 **p.m.; Mark Gingras seconded the motion. By unanimous vote, the motion carried.**

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Sincerely,

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Lynn M. Wolff, Secretary

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Attachment

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