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5 **Economic Development Commission**
6 **Minutes**
7 **April 4, 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
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23 Chairman Dick Nunn called the meeting of the Economic Development Commission to order at 6:30
24 p.m.
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26 1. **Approval of Minutes dated March 7, 2011** – Joe Mirra made a motion to approve the March 7,
27 2011 minutes; Mark Gingras seconded the motion. By unanimous vote, a motion to approve
28 the minutes was carried.
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30 2. **Review of Expenditure Report 10-11** – Doreen DeSarro told the Commission that there will be
31 about \$1900 more in underruns in the Promotional Expense line item due to the cancellation of a
32 proposed FAM tour. Staff has a few ideas for using these underruns and will discuss them with the
33 Marketing Subcommittee at its upcoming meeting.
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35 3. **Staff Reports** – Doreen DeSarro distributed and reviewed the marketing report for March (*copy*
36 *attached*). Doreen mentioned working with a company which is considering moving out of
37 Wallingford. Joe Mirra wondered if we should send a letter directly to the company? Doreen didn't
38 think that was necessary; she is working directly with the company's investor.

39 Regarding the Downtown portion of Doreen's report, Joe Mirra asked her to pass along a
40 message to WCI; he said they should make a greater effort to keep their on-line calendar up-to-
41 date. It's an important part of the site. *Doreen said she would pass that along next time she talked*
42 *with Liz.*

43 **4. Subcommittee Reports**

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45 • **P&Z Liaison** – Jim Wolfe said he, Joe Mirra and Doreen DeSarro attended a Planning & Zoning
46 Commission (PZC) meeting concerning a proposal to eliminate the portion of the IX regulations
47 that says only 1 building per site is allowed. The Subcommittee had agreed to the proposal but
48 recommended a cap on the number of buildings. The Planning & Zoning Commission voted to
49 eliminate the language about 1 building per site but did not put a cap on the number of
50 buildings allowed. Doreen said she has several meetings with the company who requested this
51 change in regulations – one with CDA to discuss funding and a meeting with DECD to discuss
52 incentives.

53

54 • **Retention/Incentives** – Rosemarie Preneta said the subcommittee met last week to discuss
55 signage at Exit 64. Robin Wilson, of the Chamber, was invited to join them and they discussed
56 possible sites and the issue of liability. Robin said she would be willing to work more with the
57 EDC on this issue. Doreen DeSarro mentioned that the Town has permission from the Planning
58 & Zoning Commission for three EDC signs. The EDC would have to go through PZC in order to
59 erect another sign.

60

61 • **Marketing –**

62 ➤ **Update on EDC Budget 2011-12** – Mark Gingras reported that the subcommittee met
63 to discuss the budget and will meet again on April 13 to continue the discussion. It is felt that
64 the business survey and its results should continue to be the basis for any budget requests.

65 Mark Gingras suggested that the Mayor's budget message be distributed to the public in
66 some way, perhaps with the electric bill. He felt the letter was well-written and would go a long
67 way toward explaining the budget to residents. *It was asked that staff forward this suggestion to*
68 *the Mayor's Office and e-mail any answer from the Mayor's Office to the EDC.*

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70 **5. Regional Matters**

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72 • **Central CT Alliance for Economic Development** – No report.

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74 • **New Haven Manufacturers Association** – No report.

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76 • **Quinnipiac Chamber of Commerce** – Doreen DeSarro said she and Don Roe met with Robin
77 Wilson before the Retention and Incentive Subcommittee meeting to discuss signage.

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- 79 • **REX** – No report.

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- 81 • **Workforce Alliance** – Joe Mirra said the organization is waiting to see what happens to its
82 budget.

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84 **6. Community Involvement**

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86 Jim Wolfe reported he and Joe Mirra went to the Courtyard by Marriott to try to drop off some
87 copies of the “Plug-in” bi-fold brochure. Unfortunately, the Marriott is undergoing major
88 renovations; they felt it was the wrong time to try to display the brochure. They went across to the
89 Fairfield Inn and dropped off a supply along with their business card. Jim will follow up with that
90 Inn’s manager.

91 Tom Collette asked if the Commissioners could get information on the vacancy rate before the
92 Town Council meeting; *Doreen DeSarro will obtain this for the EDC.*

93 The EDC asked Doreen to prepare some high-points, similar to last year, in preparation for the
94 Town Council budget meeting. *Doreen said this could be done.*

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96 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:30**
97 **p.m.; Tom Collette 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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