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5 **Economic Development Commission**
6 **Minutes**
7 **May 2, 2011**
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11 **Members Present:** Richard Nunn, Chairman
12 Gary Fappiano
13 Joseph Mirra, Vice-Chairman
14 Rosemarie Preneta
15 Jim Wolfe
16

17 **Members Absent:** Tom Collette
18 Mark Gingras
19

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.
25

26 1. **Approval of Minutes dated April 4, 2011** – Joe Mirra made a motion to approve the April 4,
27 2011 minutes; Rosemarie Preneta seconded the motion. By unanimous vote, a motion to
28 approve the minutes was carried.
29

30 2. **Review of Expenditure Report 10-11** – Doreen DeSarro talked with the Commissioners about
31 underruns, particularly in the Promotional Expense line item. Joe Mirra suggested buying a
32 software package designed to track leads, maintain business lists, etc. *Doreen said she will ask a*
33 *few other EDC organizations about what software they use.* This and several others ideas will be
34 discussed with the Marketing Subcommittee at its upcoming meeting.
35

36 3. **Staff Reports** – Doreen DeSarro distributed and reviewed the marketing report for April (*copy*
37 *attached*).

38 Jim Wolfe agreed that the Broker Breakfast was a great success and felt we should organize
39 another similar event. Gary Fappiano suggested holding the next one in a different venue and at a
40 later time – perhaps a putting contest in the afternoon. Jim suggested that we could also have an
41 event where we visit the available properties.

42 Regarding the changes to the Town's web site, Gary Fappiano suggested that the key words for
43 the Google ads be available in English, Spanish and French. Sometimes the translation programs
44 for a web site don't pick up all the key words. *Members liked this idea and asked Doreen to pass*
45 *that along to Web Solutions.*

46 Regarding the cable TV ads, Gary Fappiano asked if we had gotten any leads? *Doreen*
47 *DeSarro will ask the Quinnipiac Chamber of Commerce about leads and also see if they got any*
48 *feedback in general.* Joe Mirra suggested Doreen also talk to the other advertisers as well and get
49 their impressions; *Doreen will contact them.*

50
51 At 7 p.m. John LeTourneau stopped by and commended the EDC on their budget hearing
52 presentation. He suggested the EDC think about including a stand-alone web site in next year's
53 budget. Chairman Nunn thanked Councilor LeTourneau for stopping by. The EDC discussed this
54 idea. Joe Mirra said that he felt the proposed changes to the Town's site currently being worked on
55 will meet the EDC's needs without creating a new stand-alone site. This idea had already been
56 discussed within the Marketing Subcommittee; it was their recommendation to make revisions to
57 the current site and not ask for funds for a stand-alone site. The Commission agreed.

58
59 Gary Fappiano remembered a comment by one of the brokers at the Broker Breakfast—when
60 thinking of moving to Wallingford and as it works its way through the various Commissions, the fees
61 can become very expensive before you even know if the project is feasible. This broker said that
62 Enfield conducts a pre-application review panel with prospective companies, town departments and
63 commissions to discuss the proposal before the application process is even started. Gary
64 wondered if this would work here? Joe Mirra commented that when you have a meeting with staff
65 (and not the entire Commission), you will only get the opinion of that staff person. Therefore, just
66 because the staff person likes the proposal, doesn't mean the Commission will feel the same way
67 after seeing the actual application and vice-versa. Members agreed but said that Enfield must have
68 dealt with some of these same issues and the idea has some merit. *Doreen DeSarro will call*
69 *Enfield and ask for their procedural agenda and the idea can be discussed at the June meeting.*

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71 **4. Subcommittee Reports**

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- 73 • **P&Z Liaison** – Jim Wolfe said the subcommittee discussed: an application for Main Street,
74 Yalesville, for multi-family development; a proposal by the Planning & Zoning Commission to
75 extend the current zoning map for Hall Avenue from R-6 to an overlay zone, which would allow
76 for multi-family in that area; and the recent change in regulations to allow for any number of

77 buildings per lot in the IX zone. Jim and Joe want to have a workshop with the PZC to discuss
78 this decision; the subcommittee is not comfortable with not having any restriction on the number
79 of buildings per lot.

80

- 81 • **Retention/Incentives** – Gary Fappiano said that the sign discussion needs to be continued. It
82 seemed to become somewhat complicated. Doreen DeSarro said that the sign issue is not
83 dead yet and will be discussed at their upcoming meeting. By that time Doreen hopes to have
84 additional information about the signs. Gary said he also wants to revisit the idea of a sign on
85 the storage shed by the Railroad Station.

86 Joe Mirra wondered about sending a letter to the parent company who purchased I² and
87 invite the company to visit with other manufacturers next time they are in Wallingford; Joe said
88 the names and addresses are on the company web site. *It was requested that this be added to*
89 *the next meeting agenda as an item.*

90

- 91 • **Marketing** – Joe Mirra suggested that the subcommittee consider developing business visits
92 through the American Brazilian Chamber of Commerce. *Doreen DeSarro said this will be*
93 *included in the next meeting agenda.*

94 Doreen DeSarro gave the report. At the last meeting, the subcommittee discussed the
95 Google ads, the web site landing page, the Quinnipiac Business Expo (it was suggested that
96 the booth be moved closer to the entrance/exit to get more traffic; *Doreen will follow-up on this*
97 *idea*); the Comcast TV ads; and also discussed the budget presentation to the Council.

98

99 5. Regional Matters

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- 101 • **Central CT Alliance for Economic Development** – Doreen DeSarro reported that this group
102 will meet on May 12 in Meriden. It is hoped that another eBlast will happen before the end of
103 June.

104

- 105 • **Quinnipiac Chamber of Commerce** – Doreen DeSarro reminded the EDC that the Annual
106 Meeting will be held on May 19. Any Commissioner that wants to go should contact the office.

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- 108 • **REX** – Doreen DeSarro and Don Roe met with staff at REX to discuss the update of the
109 Wallingford projects listed in the CEDs.

110

- 111 • **Workforce Alliance** – Joe Mirra said the organization is still involved in its budget.

112 Doreen DeSarro said that Workforce Alliance is again working with the Quinnipiac Chamber
 113 of Commerce and the school system to offer summer employment at no cost to local
 114 businesses.

115

116 **6. Community Involvement**

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118 Doreen DeSarro said that Don talked with a Route 5 businessman about incentives for retail.
 119 He was told the State allows towns to adopt a real property tax incentive program for new retail
 120 development of \$3 million or more, if approved by the Town Council. Any program, however, would
 121 most likely contain a claw-back provision, should the Town Council consider adopted such a
 122 program.

123 Doreen also said she will be speaking at the Wallingford Action Group (a group of merchants)
 124 on May 17. She invited EDC members to attend as well.

125

126 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:55**
 127 **p.m.; Gary Fappiano 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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EDCMin50211DrNotApp