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4 **Economic Development Commission**  
5 **Regular Meeting Minutes**  
6 **May 7, 2012**  
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9 **Members Present:**

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

16 **Members Absent:**

Gary Fappiano

18 **Others Present:**

Don Roe, Ec. Dev. Coord.  
Doreen DeSarro  
Lynn Wolff, Secretary  
Craig Fishbein, Town Councilor  
John LeTourneau, Town Councilor  
Luther Turmelle, NH Register

26 Chairman Joe Mirra called the meeting of the Economic Development Commission to order at  
27 6:35 p.m.  
28

29 **1. Approval of Regular Meeting Minutes, dated April 2, 2012 – Dick Nunn made a motion to approve**  
30 **the April 2, 2012 regular meeting minutes as drafted; Jim Wolfe seconded the motion. By**  
31 **unanimous vote, the motion carried.**  
32

33 **2. Review of March Expenditure Report 2011-12 – Don Roe mentioned that he expects a small underrun**  
34 **at year end.**  
35

36 **3. Staff Reports**

37 Doreen DeSarro distributed and reviewed the April report (*copy attached*). She asked if any  
38 Commissioners might be able to attend the Holo-Krome tour on May 24; Joe Mirra and Jim Wolfe said  
39 they will attend.

40 Joe Mirra told Doreen he liked the e-mail sent to all who left their business cards at the EDC booth at  
41 the QCC Expo. That was a good idea.

42 Jim Wolfe said that the benches in the downtown will probably be rebuilt. He has worked to try to  
43 get as much of this work done by Wallingford companies as possible. WCI plans to offer sponsorships  
44 to pay for the cost of refurbishing the benches. Jim will keep the EDC up to date on the details.

45 Rosemarie Preneta asked if a product like Trex had been considered for the slats? Jim said it was  
46 discussed but rejected because it bends too much for the seat span and gets too hot in the summer.

47 Jim Wolfe said he would like to pursue the idea of expanding the electric rate incentive to include the  
48 entire Town. Don Roe said that the review of all incentives is on the agenda for the Retention/Incentives  
49 Committee. Craig Fishbein said he feels the Electric Division is open to other ideas like this. John  
50 LeTourneau said WCI wants to expand the boundaries of the downtown. Jim said that whether or not  
51 WCI expands the boundaries shouldn't have any bearing on whether or not the EDC looks to perhaps  
52 create another program for the entire Town. It was agreed to have the R/I Committee review this.

53 Don Roe asked if one of this month's press releases should be about the Marketing Committee's  
54 GTV taping? Mark Gingras and Tom Collette said this would be a good idea. Mark suggested that  
55 another press release should be written about the billboard, once the work has been completed.

56

#### 57 4. Chairperson Report

58 Joe Mirra asked the EDC about the idea of bringing in a few speakers next year. Two suggested  
59 topics: commercial real estate and NE Utilities. Members liked this idea but suggested limiting  
60 speakers to two times each year.

61

#### 62 5. Committee Reports

63 • **Marketing** – Tom Collette said he and Mark Gingras met with GTV staff to prepare for the  
64 taping, scheduled for Wednesday, May 9. The taping will probably air on Monday, May 14.

65 The Committee reviewed their meeting with the LT Creative. Tom showed the EDC the mock-ups of  
66 the billboard and business cards. Comments were made that the url might be too long. The Committee  
67 explained that the billboard is part of the EDC's new brand and this new website link will appear on  
68 business cards, ads, etc. **Jim Wolfe made a motion to accept the entire package as presented by  
69 the Marketing Committee; Rosemarie Preneta seconded the motion. By unanimous vote, the  
70 motion was carried.**

71 John LeTourneau thought the Channel 30 story about the construction boom might be a valuable  
72 tool for the EDC to use later. He suggested getting a copy of the video. *Staff will contact reporter Debra  
73 Bugstie to get a copy.* Mark Gingras said he might be able to get a copy if staff has any difficulties.

74 Since LT Creative's bid for the graphic design work came in lower than expected, Don Roe asked if  
75 we should begin design of another billboard in this fiscal year? Jim Wolfe suggested that the I-91  
76 northbound billboard use the same design as the southbound billboard. That way travelers have two  
77 chances to see the same message—this might help reaffirm the message. Members liked Jim's  
78 suggestion and agreed that any extra funds should be spent on development of needed billboard design.

79 • **P&Z Liaison** – Jim Wolfe plans to attend an upcoming Planning & Zoning Commission meeting  
80 to continue the discussion about the overlay discussion with Water/Sewer.

81 As discussed at the end of last month’s EDC meeting, Jim asked P&Z staff about when to discuss  
 82 possible changes to the zoning regulations for the portion of Route 68 from the Yalesville Vet to Hope  
 83 Hill Road (it is currently zoned straight residential). At the suggestion of P&Z staff, this will be discussed  
 84 during the workshop portion of the upcoming P&Z meeting.

- 85 • **Retention/Incentives** – Rosemarie Preneta said the next meeting will be in June.

86 Jim Wolfe asked that the Committee look into developing a list of Wallingford companies that could  
 87 either be incorporated into the letters sent to new businesses, expanding businesses, etc. or as an  
 88 attachment to these letters. He suggested patterning the list after the one give out when applying for  
 89 sewer lines.

91 **6. Regional Matters**

- 92 • **Central CT Alliance for Economic Development** – Doreen DeSarro said the next e-newsletter  
 93 should be send out soon. Also, Doreen and Don Roe will be meeting with CCAED this week.
- 94 • **Quinnipiac Chamber of Commerce** – Doreen DeSarro thanked the members for helping at the  
 95 Expo. Don Roe said the Chamber is looking for feedback about the event. Members of the EDC  
 96 commented that the event has changed and doesn’t seem to have as much value as it once did.  
 97 However, It still is an excellent chance to talk about what the Commission does and members still  
 98 felt we should participate.
- 99 • **REX** – No report.
- 100 • **Workforce Alliance** – Joe Mirra said the organization is doing great and is working on the summer  
 101 job program for at-risk youth. He mentioned that Middletown put up \$20,000 and Liberty Bank  
 102 matched that amount for their Middletown job program; Joe thanked Mark on behalf of Liberty.

104 **7. Community Involvement** – No items.

107 **There being no further business, Tom Collette made a motion to adjourn the meeting at 7:55 p.m.;**  
 108 **Mark Gingras seconded the motion. By unanimous vote, the motion carried.**

110 Sincerely,

114 Lynn M. Wolff, Secretary

116 Attachment