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

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18 **Members Absent:** Mark Gingras

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20 **Others Present:** Doreen DeSarro, Bus. Recruiter  
21 Don Roe, Ec. Dev. Coord.  
22 Lynn Wolff, Secretary  
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25 Chairman Dick Nunn called the meeting of the Economic Development Commission to order at 6:40  
26 p.m.  
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28 1. **Approval of Minutes dated May 2, 2011** – Jim Wolfe made a motion to approve the May 2,  
29 2011 minutes; Joe Mirra seconded the motion. By unanimous vote, a motion to approve the  
30 minutes was carried.

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32 2. **Review of Expenditure Report 10-11** – Don Roe reviewed the April report and reported that  
33 additional expenditures have been made in May and June. It is anticipated that underruns in the  
34 Promotional Expenses line will be below \$1,000.

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

38 Doreen told the EDC that letters will be going out this week for the next round of business visits.  
39 The visits are scheduled for June 27, 29 and 30. At last month's meeting, Joe Mirra suggested the  
40 parent company to I<sup>2</sup> be invited to meet with other manufacturers in Wallingford. Staff decided to  
41 begin by inviting both I<sup>2</sup> and its parent company, Tenova, to a business visit; Gary Fappiano offered  
42 to help decide to whom the letter should be sent.

43           Regarding the Comcast Spotlight Ad done this year, the EDC agreed that, if this is done again  
44 in 2011-12, it would be helpful to have the schedule for airing of the ad in advance.

45           The EDC also discussed possible software programs for tracking web information. Two  
46 possible programs were discussed: Gold Mine and a Microsoft product using Outlook. *Staff will*  
47 *research these two programs to see if they might work for us.*

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49 **4. Subcommittee Reports**

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- 51 • **Marketing** – Tom Collette said the Subcommittee met last week and discussed doing another  
52 broker breakfast, perhaps at a country club and having a putting contest.

53           The Subcommittee also reviewed the updates to the EDC section of the Town's web site.  
54 Tom, using an iPad, illustrated the changes that were made to date. Marketing also discussed  
55 adding other content to the current EDC sections; for example, listing the members and either a  
56 contact number or e-mail address. The idea will be discussed further.

57           Don said that the Google Ad portion of the work done by Web Solutions should be  
58 underway shortly. Because of the late start, staff recommends that this program be continued  
59 into July in order to gather a second month of experience.

60           Doreen DeSarro mentioned that maintenance around our highway signs will be done during  
61 the month of June.

62

- 63 • **P&Z Liaison** – Joe Mirra said the Subcommittee met this evening and continued discussing the  
64 IX and I-5 zones. Progress is being made. *Doreen DeSarro is to draft language to submit to*  
65 *Planning & Zoning based on discussions.*

66

- 67 • **Retention/Incentives** – Gary Fappiano wanted to discuss the issue of signs. Don Roe  
68 reported that, recently, a property owner asked about putting welcome signage on private  
69 property. Based on this, Linda Bush is drafting language to allow this type of signage on private  
70 property. Tom Collette asked what the incentive would be for the property owner to allow a sign  
71 on their property? Don said this isn't known yet – perhaps the sign would also include a banner  
72 at the bottom identifying their business/name.

73           Gary asked about signage on Town property – is the problem still the number of signs that  
74 the EDC is allowed? Don said that was one of several issues. Gary asked, again, about putting  
75 a sign on the storage shed at the Railroad Station – not a "Welcome to Wallingford" sign but  
76 something more along the lines of one of our tag lines, like "Wallingford Works". Don answered  
77 that the shed is owned by Amtrak. Amtrak owns the property from the face of the brick to the

78 tracks while the Town owns the station itself. However, Amtrak might be willing to consider a  
79 sign on the shed. Gary then asked about putting a sign on the building. *The Marketing*  
80 *Subcommittee will discuss this signage option again.*

81 Jim Wolfe asked about his idea of purchasing temporary signage for companies to display  
82 at their current location saying "We've Moved to Wallingford". Tom said the Marketing  
83 Subcommittee needs to discuss this idea again at its upcoming meeting; perhaps the sign could  
84 say: "We've moved to Wallingford. For details, check out [www.town.wallingford.ct.us](http://www.town.wallingford.ct.us)". Tom  
85 asked Jim for the names of the companies moving into Wallingford this summer; perhaps this  
86 idea could be done on a trial basis with these companies.

87 Dick Nunn asked whether the EDC should look into marketing the property containing the  
88 rundown buildings across from the Oakdale. Jim Wolfe said the owners are awaiting an upturn  
89 in the economy before going forward with a project on that property.

90 Gary said the Retention/Incentive Subcommittee also discussed the idea of the pre-  
91 application meetings similar to what is done in Enfield. After some discussion, it was agreed it  
92 wouldn't work in Wallingford. Doreen DeSarro said that companies already talk with the  
93 Planning & Zoning Office before proceeding with an application. If there's any economic  
94 development issue, the company is also referred to our office as well. Don Roe said that, many  
95 times, companies have more issues with Water & Sewer issues, not Planning & Zoning. *Don*  
96 *suggested perhaps additional information about the application process be added to the EDC*  
97 *pages. It was also suggested that the Business Survey results be added.*

98

99 **5. Discussion – Invitation from Mike Brodinsky re: show** – Dick Nunn said the EDC had received  
100 a request to appear on Mike Brodinsky's local cable TV show and directed the EDC to the  
101 information included with the agenda. Members discussed the offer. Don Roe said that the  
102 Marketing Subcommittee might want to consider the idea of marketing via cable access, either on  
103 this show or through Government Access; this is an area that has not been considered yet. After  
104 discussion, the EDC tabled this item and *asked Don Roe to e-mail Mr. Brodinsky to say the idea will*  
105 *be revisited in the fall.*

106 Gary Fappiano asked to return to the discussion about signage. What about a temporary  
107 banner on the Railroad Station, perhaps using the "Plug Into Wallingford" slogan? *Staff will look*  
108 *into the possibility of temporary banners on the Railroad Station.*

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110 **6. Regional Matters**

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112 • **Central CT Alliance for Economic Development** – Doreen DeSarro and Don Roe are  
113 scheduled to meet on June 16 in Meriden.

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115 • **Quinnipiac Chamber of Commerce** – Don Roe reminded the Commission that the Beatles  
116 Bash is scheduled for this weekend; if anyone needs tickets, Don has some available.

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118 • **REX** – Don Roe reported that Wallingford is, evidently, one of three towns that is not a dues  
119 paying member of REX. REX would like to meet with Town officials – should the meeting be  
120 done on an administrative level or at an EDC meeting? It was agreed that, if the meeting can  
121 wait until September, then the EDC would prefer to invite a representative from REX to a  
122 meeting. However, if there is a time constraint, then it can be done administratively. *Don will*  
123 *follow up.*

124

125 • **Workforce Alliance** – Joe Mirra said that Workforce Alliance is offering summer employment at  
126 no cost to local businesses; this program is coordinated locally through the Chamber.

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128 **7. Community Involvement**

129 Jim Wolfe told members about a recent meeting with a local businessman which resulted in a  
130 great example of networking within the Town. He matched up a company who needed an above-  
131 ground tank for diesel fuel with a local business that sells these tanks (United Concrete). During  
132 that meeting, United Concrete mentioned they also make concrete pads for solar panels. Jim  
133 asked if United Concrete knew that Ulbrich sells solar panels. United Concrete did not know this  
134 and so Jim and Joe Mirra arranged a meeting between United Concrete, Ulbrich and Workforce  
135 Alliance. Workforce Alliance was invited because solar panels are a “green” project and the  
136 companies might benefit from assistance from Workforce Alliance. This experience led Jim to  
137 wonder if the EDC needs to consider a new subcommittee which would focus on in-town  
138 networking. Doreen DeSarro said we also have many other companies which might be classified  
139 as “industry clusters”. Two areas come to mind: drilling and medical. Don Roe suggested trying a  
140 meeting with one of the groups to see how it works. Joe Mirra suggested having Workforce  
141 Alliance as one of the speakers. Gary Fappiano questioned whether networking will work in a  
142 formal setting; perhaps we should stick to the way Jim did it – on a one-to-one basis. Rosemarie  
143 Preneta suggested that Doreen DeSarro write her next New England Real Estate Journal article on

144 Jim's experiences with the Wallingford companies, rather than focusing on new businesses; it was  
145 a very interesting story.

146 Tom Collette asked if the EDC should also consider using social media, like Facebook. Don  
147 Roe said it was considered but involves more time commitment than staff has. Don continues to  
148 monitor seminars where social media and its pros and cons are discussed.

149 Don Roe reported that a list of the Best and Worst State for Business was recently issued.  
150 Connecticut is in the bottom 10. *A copy of this article will be sent to each Commissioner for their*  
151 *review.*

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153 **There being no further business, Gary Fappiano made a motion to adjourn the meeting at**  
154 **8:30 p.m.; Rosemarie Preneta seconded the motion. By unanimous vote, the motion carried.**

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156 Sincerely,  
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160 Lynn M. Wolff, Secretary  
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162 Attachment  
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166 EDCMin60611DrNotApp