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**Economic Development Commission
Minutes
September 12, 2011**

Members Present: Richard Nunn, Chairman
Tom Collette
Gary Fappiano
Mark Gingras
Joseph Mirra, Vice-Chairman
Rosemarie Preneta
Jim Wolfe

Others Present: Doreen DeSarro, Bus. Recruiter
Don Roe, Ec. Dev. Coord.
Lynn Wolff, Secretary
Ginny Kozlowski, Exec. Dir., REX
Will Warren, REX
John LeTourneau, Town Councilor

Chairman Dick Nunn called the meeting of the Economic Development Commission to order at 6:30 p.m. Since two members needed to leave by 7 p.m. to attend the Planning & Zoning Commission (PZC) meeting, it was agreed to first discuss the draft letter to the PZC under Item 2, P&Z Liaison.

2. Subcommittee Reports

- **P&Z Liaison – Review and Possible Action on draft letter to Planning & Zoning Comm.** The subcommittee members explained the letter. **Mark Gingras made a motion to approve the letter as drafted; Tom Collette seconded the motion. By unanimous vote, the motion passed.** The letter was signed and copies were made for the PZC.

1. Guest Speaker – Dick Nunn welcomed the guests from REX and John LeTourneau to the meeting. Ms. Kozlowski went through the packet that had been sent to the Commission. Some of the questions and comments follow:
Jim Wolfe asked how many trade shows REX planned to attend; Ginny Kozlowski said they hope to attend four different trade shows per year. Jim also asked Ginny to give two or three items that attract and detract businesses to this area. Ginny said that the region’s location, in terms of Canada and Europe, is a definite plus. On the negative side, in terms of Canadian and European

44 companies, we have a lack of property; also, we don't work together as a state or as a region. In
45 terms of where to market, Gary Fappiano suggested looking into Latin America too.

46 Ms. Kozlowski mentioned that REX looked into using billboards as a marketing tool. Jim Wolfe
47 asked where would she like to advertise? Ginny said Westchester County; Doreen DeSarro said
48 that would be quite expensive. Ginny felt that by advertising as a cooperative it would be
49 manageable. Or, if the billboard is the electronic type, it is less expensive. Another great place to
50 advertise would be in a large train station or on the trains themselves.

51 Dick Nunn asked how many employees REX has? Ginny Kozlowski answered that they have
52 four full-time employees and one paid intern. Dick then asked what it would cost the Town in dues
53 if Wallingford chose to join? Ginny did not know exactly but thought it would be around \$15,000;
54 Don Roe thought it would be \$13,595 per year.

55 The EDC and REX discussed an upcoming meeting with the Governor. There are very
56 few details about this meeting known, other than the date (October 6). Joe Mirra suggested that
57 REX coordinate some talking points for any town in our region that attends the discussion with the
58 Governor so that all towns present a unified front. Ginny Kozlowski said that this is something REX
59 could do.

60
61 Jim Wolfe left at 7:05 p.m. to deliver the letter to the PZC meeting and returned at 7:10 p.m.

62
63 Don Roe asked: if the Town decides to become a member of REX, does the Mayor join the
64 Board of Directors? Ginny Kozlowski answered no; COG appoints five Mayors out of the entire
65 region to the Board of Directors. Doreen DeSarro said that Wallingford could participate through
66 REDFO. Ginny agreed and said a town could also participate through the Strategic Planning
67 Committee.

68 When there were no further questions or comments, Dick Nunn thanked Ginny Kozlowski and
69 Will Warren for attending the meeting and participating in the discussion. They left at 7:30 p.m.

70 Staff advised that we discuss possible membership with the Marketing Subcommittee and
71 report back to the EDC. Joe Mirra asked if the EDC has money in this year's budget to cover the
72 cost of membership. Don Roe answered no but we might be able to join mid-year (perhaps at a
73 pro-rated rate) or next year.

74
75 **2. Subcommittee Reports (cont'd.)**

- 76 • **P&Z Liaison** – The Subcommittee met earlier tonight and discussed a request for
77 assistance regarding the signage at the Campus at Green Hill. The initial request before ZBA was
78 denied because the requested sign was too large. An attorney has been hired and the request for

79 a variance will be resubmitted; they are asking that the EDC support their request. Because the
80 revised application needs to be reviewed and a decision made before our next regularly scheduled
81 meeting, the Subcommittee asked for input by the EDC. After some discussion, **Tom Collette**
82 **made a motion to support a sign for the Campus at Green Hill, provided the application**
83 **submitted is approved by the P&Z Liaison Subcommittee and staff. Mark Gingras seconded**
84 **the motion. By unanimous vote, the motion passed.**

85 • **Retention/Incentives** – Gary Fappiano reported that the Subcommittee continues to look at
86 advertising at the Railroad Station. After meeting with Don Roe at the station, the Subcommittee
87 suggests putting banners and flags at six locations (overhangs) along the tracks. The banners
88 (Plug Into Wallingford) could be hung high enough to prohibit vandalism and alternated with
89 American flags. The Marketing Subcommittee said they will consider this idea.

90 • **Marketing – Review and Possible Action on *Marketing Program, 2011-12 – Year Two* –**
91 Jim Wolfe asked for clarification on two items within the report. With no further discussion, **Jim**
92 **Wolfe made a motion to accept the *Marketing Program, 2011-12* as submitted and send this**
93 **report to the Mayor and the Town Council. Rosemarie Preneta seconded the motion. By**
94 **unanimous vote, the motion carried.**

95 Dick Nunn asked if the EDC should get involved with the referendum issue involving rear
96 parking lots. Don gave a history of what the Town has done since the early 1960's. He added that
97 these new 30-year leases would allow the Town to use the private property for public parking and
98 for special events. As part of the lease, the Town would agree to repave to make them safer and
99 more functional. John LeTourneau added that the amount spent would be a maximum of \$500,000
100 and is funded through the Enterprise account (an Electric Division account used specifically for
101 capital improvements). He feels this project should go forward saying...how can you market
102 Wallingford when the infrastructure is crumbling? John added that WCI plans to support the Town
103 Council's position. **Joe Mirra made a motion to send a letter of support to the Town Council**
104 **regarding the 30-year lease agreements. Jim Wolfe seconded the motion. By unanimous**
105 **vote, the motion passed. Joe also asked that the EDC be notified of any further meetings on this**
106 **subject.**

107 Gary Fappiano told the EDC about a conversation he had with a business owner concerning a
108 proposed parking lot on Orchard Street. The initial request to the Planning & Zoning Commission
109 was denied. He asked that the P&Z Liaison Subcommittee look into the issue.

110

111 Jim Wolfe and Joe Mirra left the meeting at 8:25 p.m. to attend the Planning & Zoning Commission
112 meeting.

113

114 3. **Approval of Minutes dated June 6, 2011** – Gary Fappiano made a motion to approve the June
115 6, 2011 minutes as drafted; Mark Gingras seconded the motion. By unanimous vote, the
116 motion passed.

117
118 4. **Review of Expenditure Report 2011-12** – Nothing to report.

119
120 5. **Staff Reports** – The EDC did not have any questions concerning the June and July/August reports
121 (*copies attached*)

122 Doreen DeSarro distributed and reviewed the *Results of EDC Marketing Activities, 2010-11*.

123 Don Roe reported that 98% of the entire FY 2011 budget was expended.

124 Doreen DeSarro said Workstage qualifies for a Real Property Tax Incentive. Staff will be
125 working with the developer and various Town Departments to complete this agreement.

126
127 6. **Regional Matters**

128
129 • **Central CT Alliance for Economic Development** – Doreen DeSarro said the quarterly e-
130 newsletter had been sent out in August; members said they received it.

131
132 • **Quinnipiac Chamber of Commerce** – No report.

133
134 • **REX** – Discussed earlier; no further report.

135
136 • **Workforce Alliance** – No report.
137

138 7. **Community Involvement**

139 Staff said that the October EDC meeting has been moved to Room 116.

140
141 **There being no further business, Gary Fappiano made a motion to adjourn the meeting at**
142 **8:45 p.m.; Rosemarie Preneta seconded the motion. By unanimous vote, the motion carried.**

143
144 Sincerely,

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146
147
148 Lynn M. Wolff, Secretary
149

150 Attachment