

1  
2  
3  
4 **Economic Development Commission**  
5 **Regular Meeting Minutes**  
6 **October 5, 2015**  
7

- 8  
9 **Members Present:** Joe Mirra, Chairman  
10 Dick Nunn, Vice-Chair  
11 Gary Fappiano  
12 Jim Wolfe  
13  
14 **Members Absent:** Tom Collette  
15 Mark Gingras  
16 Rosemarie Preneta  
17  
18 **Others Present:** Don Roe, Ec. Dev. Coordinator  
19 Tim Ryan, Ec. Dev. Specialist  
20 Lynn Wolff, Secretary  
21

22 Chairman Joe Mirra called the regular meeting of the Economic Development Commission to order at  
23 6:30 p.m.  
24

25 Don Roe told the EDC that the Marketing Committee is planning to do a video for the web site. He  
26 hoped to have the Marketing Committee view the old EDC video tonight but instead showed it to the  
27 other EDC members. Keep in mind that the POCD is trying to look ahead ten years; this video illustrates  
28 how hard it is to predict what will happen. The Commission watched the 6-minute promotional video from  
29 1996. They commented that it was well done and were surprised about how many companies were no  
30 longer in our Town.  
31

32 **1. Discussion and Possible Action on Regular Meeting Minutes dated September 14, 2015 –**

33 Corrections to the minutes:

34 On page 5, line 168, Gary felt that the wording needed clarification. His comment was in  
35 reference to a special request made by Jim Wolfe to the Retention/Incentive Committee regarding the  
36 IHZ. Gary said that we first need to go through the POC and TOD processes before the request can  
37 be discussed early next year.

38 Tim Ryan felt the language on page 4, lines 126/127, was confusing. Tim said the word  
39 “commercial”, in this case, refers to an “elevator-type” verbal summary of the Town’s strengths that  
40 will be used by the EDC and Town officials when talking about the Town. **Jim Wolfe made a motion**  
41 **to approve the minutes as amended; Dick Nunn seconded the motion. The motion was**  
42 **approved by unanimous vote.**

43

44 2. **Review of Monthly Expenditure Report** – No report.

45

46 3. **Committee Reports**

47

- **Marketing –**

48

- Update on Barnes Park sign meeting – Tim Ryan said that a meeting with Barnes Park companies about the directional signs was held. The Town doesn't own the signs; they belonged to the now-defunct Barnes Park Association. Eight companies attended and Tim felt it was a good meeting. They talked about the need for signs, possibly adding signage on Route 68 to better direct truck traffic and also discussed restarting the Association. Fosdick plans to contact a sign company and arrange a meeting Joe Mirra, Tim Ryan and someone from Planning & Zoning. Don Roe said we have to consider how much time should be spent on this project. Joe felt, since we started the discussion, we should follow-up by attending the second meeting with Fosdick, Planning & Zoning and the sign company. Once that is done, we should bow out. Don added that there are organizations that can be hired by the companies in the Park to manage some of these items; that might be an option for the group.

49

50

51

52

53

54

55

56

57

58

59

60

- Other marketing items discussed:

61

Jim Wolfe said that part of the discussion during the POCD process was that names like IX and I-5 don't make a lot of sense to people outside the Town; there's talk about changing the names of the zones. While reviewing other communities' websites for GIS information, Don found that you often have to know the zone you want to search and the zones in other towns don't match ours. Don wondered if there is language within assessor code that could be used to identify zones; *he will talk to the Town Assessor about this.*

62

63

64

65

66

67

Tim said Marketing reviewed the printed brochures and flyers and noted that new photos need to be taken.

68

69

Regarding the CERC Municipal Training Workshop, the Marketing Committee would like to observe a workshop held in another town before committing to have one here.

70

71

They hope to attend a workshop held in Woodbridge in November.

72

Joe Mirra asked when Tim will follow-up with Fosdick regarding the meeting regarding Barnes Park signs; *Tim said he plans to contact them next Monday.*

73

74

- Next meeting – October 28 at 10:45 a.m.

75

76

- 77       • **P&Z Liaison –**
- 78           ➤ Update on: Plan of Conservation & Development – Jim Wolfe said he attended the last
- 79           POCD public hearing. Community participation is low, which is disappointing. Although
- 80           about 1,300 people responded to the survey, only 30 people attended the public hearing.
- 81           ➤ Discussion re: downtown – Jim Wolfe said the POCD Steering Committee will discuss the
- 82           downtown on October 28 and the public hearing on the downtown will be held on
- 83           November 5 at 6:30 p.m.
- 84           ➤ Update on Watershed Protection Regulation – Don said this was not discussed at the end
- 85           of September. The Town is now working on the State’s proposed stormwater permit in
- 86           which more rigorous regulations are proposed.
- 87           ➤ Next meeting – No meeting date was set.
- 88
- 89       • **Retention/Incentives –**
- 90           ➤ Company visit: Oct. 7, 10 a.m. – Don Roe said that he now cannot attend the company
- 91           visit on October 7 and asked Jim Wolfe to attend. Jim will join the Mayor, George Adair,
- 92           Joe Mirra and Dee Prior Nesti at the meeting.
- 93           ➤ Follow-up re: Bristol-Myers Squibb – Tim Ryan reported that BMS has not yet chosen a
- 94           broker for their facility. Since the building was designed for one tenant, it will be difficult to
- 95           convert it into a multi-tenant building. Also, Tim has heard of two companies who are
- 96           interested in building another facility in Wallingford for BMS to lease.
- 97           ➤ Next meeting – No meeting date was set.
- 98
- 99   4. **CERC Municipal Training Workshop** – Discussed under the Marketing Committee report.
- 100
- 101   5. **Discussion and possible action on membership expansion options** – Don Roe said a summary
- 102   of attendance, as requested at last month’s meeting, was emailed to the EDC. Jim Wolfe said he had
- 103   requested this because of the discussion about adding alternates to the EDC – if we had perfect
- 104   attendance over the last few years then adding alternates wouldn’t work. Jim feels that an alternate
- 105   needs a chance to vote. The summary showed that there are enough times throughout a year when
- 106   having an alternate, with voting rights, would have been helpful. The EDC discussed membership
- 107   expansion options. Dick Nunn asked if changing the makeup of the Commission had been broached
- 108   with the Mayor. Don said that he has had a discussion with the Mayor and the Mayor is receptive to
- 109   talking about any of the options outlined. Joe Mirra said we really have four options: do nothing,
- 110   expand the membership, add alternates or add volunteers. Members discussed adding alternates.
- 111   After hearing some of the discussion, *Don suggested that staff think through the idea of adding three*

112 *alternates (one for each committee) and research how alternates function on other Commissions. He*  
113 *will report on his findings at the November meeting.*

114  
115 **6. Chairman's report** – Joe Mirra said that REX will be invited to make a presentation at the November  
116 meeting to discuss CEDS and other regional matters.

117  
118 **7. Staff reports/regional matters** – Tim Ryan distributed and reviewed the September report (*copy*  
119 *attached*).

120 Don Roe asked if the EDC got the email sending the link to CT Main Street regarding TIF (Tax  
121 Incremental Financing); members said they had. Don said that an in-house staff meeting on TIF is  
122 scheduled for next week.

123 Don said staff should be ready by the next meeting to discuss their findings regarding GIS. There  
124 was discussion about representation from the Town Council's Technology Committee. Jim Wolfe  
125 questioned whether any of the Councilors would be able to attend since the EDC's November  
126 meeting is the day before Election Day.

127 Don said the Quinnipiac Chamber of Commerce Legislative Committee will be sending out a  
128 survey shortly; they want feedback regarding the top legislative priorities. *The survey will be*  
129 *forwarded to the EDC for their input as soon as it is received.*

130  
131 **8. Dates to Remember** – Joe Mirra asked about the Big Connect under this section; Don Roe said it is  
132 the trade show sponsored by the Greater New Haven Chamber of Commerce; the EDC will have a  
133 booth. Since two Commissioners have already mentioned that they are not able to attend the  
134 November meeting, an email will be forwarded to the EDC shortly so sign-ups can begin.

135  
136 **9. Community Involvement** – No report.

137  
138 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:52**  
139 **p.m.; Gary Fappiano seconded the motion. By unanimous vote, the motion carried.**

140  
141 Sincerely,  
142  
143  
144 Lynn M. Wolff, Secretary  
145

146 Attachments

147  
148 EDCRMMin100515DrNotApp