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5 **Economic Development Commission**
6 **Regular Meeting Minutes**
7 **January 5, 2015**
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11 **Members Present:** Joe Mirra, Chairman
12 Dick Nunn, Vice-Chair
13 Gary Fappiano
14 Rosemarie Preneta
15 Jim Wolfe
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17 **Members Absent:** Tom Collette
18 Mark Gingras
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20 **Others Present:** Don Roe, Ec. Dev. Coordinator
21 Tim Ryan, Ec. Dev. Specialist
22 Lynn Wolff, Secretary
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25 Chairman Joe Mirra called the regular meeting of the Economic Development Commission to order at
26 6:30 p.m.
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- 28 1. **Discussion and Possible Action on Regular Meeting Minutes dated December 1, 2014** – Jim
29 Wolfe made a motion to approve the minutes as drafted; Dick Nunn seconded the motion. The
30 motion was approved by unanimous vote.
31
32 2. **Election of Officers** – Jim Wolfe made a motion to have Joe Mirra continue as Chairman and
33 Dick Nunn continue as Vice-Chair; Rosemarie Preneta seconded the motion. The motion was
34 approved by unanimous vote.
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36 3. **Review of Monthly Expenditure Report** – Regarding the November report, Jim Wolfe noted that
37 most of the transportation reimbursement funds were expended as of November. He recommended
38 that this line be increased in next year's budget. Don Roe commented that a \$200 Mayoral Transfer
39 into the line item was just requested; the amount will be increased in the 2015-16 budget. In addition,
40 the EDC might need to go to the Town Council later this year to request additional budget changes.
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43 **4. Committee Reports**

- 44 • **Marketing** – Tim Ryan reported the Committee met in December and discussed:

- 45 ✓ Signs in the business parks: how to deal with signs that are in poor shape and
46 inaccurate. One concern raised: does the EDC want to be in the sign business
47 and take the responsibility for keeping the signs up-to-date and in good shape? As
48 a first step, the Committee asked Tim to do an inventory of the signs in the
49 business parks, which he has started.
- 50 ✓ Electronic marketing: Staff will attend a tutorial on January 6 at Web Solutions
51 regarding MailChimp (the program chosen to handle the EDC mass mailing
52 campaign). The plan is to have staff use MailChimp for future mailings once staff
53 is trained. The tutorial will also explain the reporting received after each mailing;
54 *more about these statistics will be reported at the February meeting.*
- 55 ✓ Marketing Wallingford: The Committee discussed the feasibility of marketing
56 Wallingford as a destination between Boston and New York; the Committee
57 discussed viable venues (likely expensive) which need to be established before a
58 campaign is considered. Joe Mirra suggested marketing through international
59 Chambers of Commerce.

60 Gary Fappiano, regarding the signs in the business parks, asked if the Committee had
61 considered getting the local businesses to help pay for new signs; Tim said yes but noted that
62 there still needs to be someone to coordinate the project. Joe Mirra suggested we get all the
63 information together; maybe the businesses in each park can take responsibility. Don Roe
64 said we still don't know whether or not the business parks are legally responsible for having
65 an association, which would then be responsible for signage.

66 Jim Wolfe said the signage on I-91 South, exit 15, says "Durham-Yalesville", not
67 Wallingford. Don Roe said the Town, in the past, has added language on some State signs
68 that pointed people toward our downtown; *he will contact DOT regarding directional signage*
69 *toward our business parks.*

- 70 ✓ The Committee also discussed the Town's relationship with REX and how to
71 measure the benefits. The Committee plans to talk to other communities about
72 REX.
- 73 ✓ Regarding the FY15-16 budget preparation and schedule, Don Roe said that since
74 the Marketing Committee meets after the February EDC meeting and a draft
75 budget couldn't be presented to the EDC until its March meeting, *an extension to*
76 *submit the EDC budget will be requested.*

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- 79 • **P&Z Liaison –**
80 ➤ Discussion re: YLB – Don Roe said that staff met with Kacie Costello, Town Planner, to
81 discuss the step-by-step process for making the application. If a metes and bounds
82 description has to be done and our Engineering Office cannot do it in a timely manner,
83 Don wondered if the EDC might consider paying for an outside firm to do the work? If the
84 proposed new YLB follows property lines, the metes and bounds are not as complicated.
85 *Staff will ask Engineering to produce a new base map and a new map showing the*
86 *proposed area.* Also, the EDC will have to notify everyone within 500' of both the
87 proposed boundaries and the current boundaries of the YLB; this is a large clerical job.
88 Don said we hope to have more information by next meeting and look to submit to the
89 PZC for their March meeting.

90 ➤ Next meeting: The Committee has no plans for a meeting in February.

- 91 • **Retention/Incentives –** Gary Fappiano said the Committee needs to schedule a meeting,
92 hopefully in January. The members agreed to meet with staff on January 15 at 1:30 p.m.; *the*
93 *secretary will email the Committee as soon as a meeting room is selected.*

94 The EDC discussed the proposed entrance ramp to Route 15 off River Road. *Staff will*
95 *revisit this project with the Engineering Office.*

- 96
97 5. **Chairman's Report** – Joe Mirra reported on the continued discussions between WCI, QCofC and
98 EDC regarding opportunities in the center of Town. There is interest in participation in the update of
99 the Plan of Conservation & Development as a starting point.

100

- 101 6. **Staff Reports** – Tim Ryan distributed and reviewed the December report (*copy attached*). Highlights
102 include:

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- 104 • Worked with several businesses regarding property purchase, new business opportunities and
105 expansion possibilities;

- 106 • Was invited as a special guest to the Soc. Of Industrial and Office Realtors meeting in
107 Hartford;

- 108 • Working on an inventory of signage in our Industrial Parks;

- 109 • Attended 2 trade shows;

110

111 Dick Nunn asked how the Mayor's State of the Town preparations are going? Joe Mirra said the
112 invitations went out and so far 12 said yes, 1 said maybe and 5 are pending. All EDC Commissioners
113 attending tonight's meeting plan to attend; *the secretary will email Mark Gingras and Tom Collette to*
114 *see if they plan to attend as well.* Tim Ryan noted that a few business owners on an earlier list didn't

115 seem to be on the current list; he asked Joe about their status. Joe Mirra said the original list was
 116 amended, resulting in the exclusion of the three additional companies. Joe will issue invitations to
 117 those three companies.

118 A copy of an article from Greenwichtime.com discussing ultra-high-speed Internet hookups was
 119 distributed for the Commission's review (see attachment). As of the date of the article, "46
 120 municipalities have signed onto a proposal for private companies to come up with a plan to provide
 121 speeds of up to 1,000 megabits per second." Don Roe said he didn't recommend to the Mayor, at
 122 this time, that Wallingford participate. Wallingford can join in the future.

123 Don Roe said staff discussed the year-end report--changing it from a fiscal-year report to a
 124 calendar-year report. Members liked this idea. *Tim Ryan will prepare a 2014 report in January.*

125

126 **7. Legislative Issues** – No report.

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128 **8. Dates to Remember** – The State of the Town will be held on January 30, noon, Ashlar Village. Also,
 129 there is a Business After Hours at Quinnipiac University on January 15, 5-7 pm in the Sports
 130 Complex; attendees receive tickets to a basketball game.

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132 **9. Community Involvement** – No comments.

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134 **There being no further business, Gary Fappiano made a motion to adjourn the meeting at 7:55**
 135 **p.m.; Rosemarie Preneta 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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