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4 **Economic Development Commission**
5 **Regular Meeting Minutes**
6 **February 4, 2013**
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9 **Members Present:** Joseph Mirra, Chairman
10 Richard Nunn, Vice-Chair
11 Gary Fappiano
12 Mark Gingras
13 Jim Wolfe
14
15 **Members Absent:** Tom Collette
16 Rosemarie Preneta
17
18 **Others Present:** Doreen DeSarro, Bus. Recruiter
19 Don Roe
20 Lynn Wolff, Secretary
21 Eric Heredia, Record-Journal
22

23 Chairman Joe Mirra called the meeting of the Economic Development Commission to order at
24 6:30 p.m.
25

26 1. **Discussion and Possible Action on Regular Meeting Minutes dated January 7, 2012** – Jim
27 Wolfe made a motion to approve the January 7, 2013 regular meeting minutes as drafted;
28 Mark Gingras seconded the motion. Jim commented that Mark Gingras' request that Dr.
29 Menzo send the EDC a recap of last month's presentation was a good idea. **By unanimous**
30 **vote, the motion carried.**
31

32 2. **Review of Monthly Expenditure Report - 2013** – Don Roe reported that expenditures for
33 December are on track.
34

35 3. **Staff Reports** - Doreen DeSarro distributed and reviewed the January marketing report (*copy*
36 *attached*).

37 Doreen said that the State of the Town was very successful. Jim Wolfe added that the
38 Mayor took a photo during the event of all EDC members present and gave the EDC a lot of
39 recognition.

40 Doreen distributed a sign-up sheet for the EDC to staff the booth at the March Quinnipiac
41 Chamber of Commerce Business Expo.

42 Two company visits are scheduled for February: Anthem Blue Cross/Blue Shield on the 26th
43 at 3 p.m. and Healthy CT on the 28th at 1 p.m. Don Roe will be making calls to those who have
44 not yet responded and will e-mail the Commission if any further visits are set up.

45 Jim Wolfe said that he and Joe Mirra met with a new company in Town, UIC, and gave
46 Doreen some information on this company.

47 Don Roe reminded the Commission about the upcoming "Management Re-employment
48 Workshop" on February 8. Workforce Alliance has so much interest that they have scheduled a
49 second workshop on this topic for February 15.

50 Don distributed a copy of the 2012 Grand List for the EDC's review.

51 Jim Wolfe mentioned that property by Gaylord is being sold.

52 Don Roe told the EDC that Joe Mirra and someone from WCI plan to attend a CT Main
53 Street workshop on February 20. *Don wondered if Rosemarie Preneta might also be interested*
54 *in going; staff will contact her.*

55 Jim said that WCI is in favor of the Incentive Housing Zone.

56

57 **4. Committee Reports**

58 • **Marketing** – Don Roe distributed a copy of the draft budget for 2013-14 and reviewed the
59 increases and decreases in line items. The budget was drafted based on the items in the
60 latest Marketing Committee matrix, including funding for some out-of-state trade show
61 participation as well as dues for REX. The challenge for 2013-14 will be how to handle staff
62 time as EDC activities increase. **Jim Wolfe made a motion to accept the budget as**
63 **drafted; Dick Nunn seconded the motion. By unanimous vote, the motion carried.**

64 Mark Gingras showed the EDC a photocopy of two banners that the Committee is trying
65 to finish for use in upcoming trade show booths. The banners operate like a reverse window
66 shade on a stand and measure 8-feet high by approximately 3-feet wide. Doreen DeSarro
67 got a great deal; the banners will only cost \$200 each. They were designed to be used
68 either together or independently. It is hoped that one banner will be completed before the
69 Quinn. CofC Business Expo in March. The second banner, which was drafted showing
70 Wallingford business names and logos, will be completed after receiving permission from
71 each company to use their name. The EDC members liked both designs as drafted.

72 • **P&Z Liaison** – Jim Wolfe said that the proposed addition to the P&Z sign regulations, as
73 attached to the agenda, will be discussed at the February 11 Planning & Zoning
74 Commission meeting. The PZL Committee supports this language change; what does the
75 Commission think? **Mark Gingras made a motion that the EDC support this language**
76 **change; Dick Nunn seconded the motion. By unanimous vote, the motion carried.**

77 Jim asked if a letter of support could be sent to the PZC; if so, then neither he nor Joe
78 planned to attend next Monday's meeting. *Don Roe said that staff would draft a letter of*
79 *support for this proposed language and that he might attend the meeting in their place.*

80 Jim said the Planning & Zoning Commission is hoping the Town Council will endorse the
81 Incentive Housing Zone (IHZ). This IHZ will allow for design development in the downtown.
82 Jim said he thinks it's a good program except, once it is approved, the State runs it and he's
83 not sure that is best for Wallingford. WCI is in favor of the IHZ; what does the EDC think
84 about it? Mark Gingras said he would need more information besides what he has read in
85 the paper; could someone come to a meeting to talk about this project? Gary Fappiano said
86 he is more in favor of it than against it but the details are not clear yet. Jim said someone
87 suggested considering a Village Zone instead of the IHZ but that type of zone is designed to
88 protect a given area, like a historic area, and so wouldn't work in the downtown. *Don Roe*
89 *said staff will talk to Kacie Costello to see whether she or the PZC Chairman would be able*
90 *to come to the March EDC meeting and give us a "tutorial" about the IHZ.*

91 Jim said that, while working with APS, it was discovered that the use of "grass pavers"
92 next to one's building (which allows vehicles to drive over ground) is considered part of a
93 businesses' occupied space, rather than open space. In APS' case, it affected their ability
94 to expand their building. Jim doesn't feel this is right; does the EDC agree? After some
95 discussion, it was suggested that we should check to see how other towns or state codes
96 deal with grass pavers.

97 Jim told the EDC that WCI is planning to do a downtown restaurant hop on May 16.

98 Doreen DeSarro said that on February 11 there will be a grand opening of 3 Brothers
99 Pizza, 200 Church Street, Yalesville. She encouraged EDC members to stop by.

- 100 • **Retention/Incentives** – Gary Fappiano said the Committee met with Jim Krupp to discuss
101 his offer of pro-bono assistance to local businesses. The Committee is thinking about
102 having Mr. Krupp take part in the company visits.

103 The Committee rewrote its mission statement; Gary gave it to Don Roe.

104 The Committee is working on development of a key account program. He and
105 Rosemarie plan to make initial face-to-face visits to the top employers, top taxpayers and
106 up-and-coming companies. Then, on a quarterly basis, each company would be called to
107 see if they have any issues. *The Committee will need to work with staff to help develop the*
108 *list of up-and-coming companies and hope to have details finalized by March or April.*

109

- 110 **5. Discussion Regarding Meeting and Committee Scheduling** – Don Roe reported that the
111 Retention/Incentive Committee is willing to meet before the EDC's monthly meeting, as P&Z

112 Liaison already does. On nights when both Committees meet, Don will staff one and Doreen
 113 DeSarro will staff the other. This means that the EDC can continue to meet at 6:30 p.m. unless
 114 members decide they would like to meet earlier. It was agreed that the EDC meetings will meet
 115 at 6:30 p.m. as previously posted.

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117 **6. Regional Matters**

- 118 • **Central CT Alliance for Economic Development** – Doreen DeSarro said the e-newsletter
 119 was sent out in January.
- 120 • **Greater NH Chamber of Commerce** – No report.
- 121 • **New Haven Manufacturers Association** – No report.
- 122 • **Quinnipiac Chamber of Commerce** – Doreen DeSarro reminded the EDC again about the
 123 March 21 Business Expo.
- 124 • **REX** – Don Roe said the monthly summary from REX was attached to the agenda for their
 125 review.
- 126 • **Workforce Alliance** – As mentioned earlier, there will be two workshops about
 127 management re-employment held on February 8 and February 15 at the Public Library.
 128 Mark Gingras mentioned that his company is hiring; should he contact Workforce Alliance?
 129 Joe Mirra suggested that he forward the job descriptions to Don Roe; Don can get them to
 130 Workforce Alliance.

131

132 **7. Community Involvement** – Jim Wolfe asked that the possibility of EDC signage near the new
 133 Railroad Station be considered at plans progress.

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135 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:35**
 136 **p.m.; Mark Gingras 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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