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**Economic Development Commission
Regular Meeting Minutes
April 1, 2013**

Members Present: Joseph Mirra, Chairman
Richard Nunn, Vice-Chair
Mark Gingras
Rosemarie Preneta
Jim Wolfe

Members Absent: Tom Collette
Gary Fappiano

Others Present: Doreen DeSarro, Bus. Recruiter
Don Roe, Ec. Dev. Coordinator
Lynn Wolff, Secretary

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

- 1. **Discussion and Possible Action on Special Meeting Minutes dated March 4, 2013** – Mark Gingras made a motion to approve the March 4, 2013 meeting minutes as drafted; Jim Wolfe seconded the motion. The secretary noted that Line 5 and Line 23 need to be changed from “Regular” Meeting to “Special” Meeting. **The minutes with these revisions were approved by unanimous vote.**
- 3. **Review of Monthly Expenditure Report and Discussion re: Underruns** – Don Roe told the EDC that in the Promotional Expenses line item staff anticipates \$1,800 in underruns. Those underruns were discussed with the Marketing Committee and the Committee is looking at various options. Also some smaller underruns in other parts of the budget are expected. Staff suggested using some of the underruns to purchase a computer for Doreen DeSarro, which the EDC approved. Staff anticipates going before the Town Council with a transfer sometime in April.
- 4. **Staff Reports** - Doreen DeSarro distributed and reviewed the March marketing report (*copy attached*). The banners are nearly finished; the Marketing Committee and Doreen will meet in April with LT Creative to finalize the designs.

42
43 The Quinnipiac Chamber of Commerce Business Expo was smaller than last year but
44 attendance at the booth for the raffle was the same. Joe Mirra thought it was a good idea to use
45 the Restaurant Hop tickets as our raffle; it supports the Downtown.

46
47 Rosemarie Preneta arrived at 6:40 p.m.

48
49 Doreen told the EDC about a New England Economic Development Course to be held in
50 North Haven this year from April 29-May 2. Because the EDC is a CEDAS member, any
51 Commissioner may attend for \$300 through a scholarship rate. *Don Roe said he will try to get a*
52 *day-to-day schedule of events.* Mark Gingras asked if we could pay \$300 but have four
53 Commissioners attend one day each? Doreen didn't think this would be allowed; *staff will see if*
54 *attendance can be split.*

55 Doreen said the Real Estate Exchange/Developer's Showcase will be held in Hartford on
56 April 10 at 4:15 p.m. Neither she nor Don Roe are able to attend. If any Commissioner is
57 interested in going, please contact Doreen soon.

58 Don Roe said the EDC Budget Workshop with the Town Council is scheduled for April 16.
59 Workshops begin at 6:30 p.m. with the Fire Department budget discussed first. It would be
60 helpful to have as many Commissioners as possible attend this workshop. Joe Mirra, Mark
61 Gingras, Jim Wolfe and Dick Nunn said they would attend; Rosemarie Preneta will not be
62 available. Mark Gingras said he would talk to Tom Collette about attending. *Staff will contact*
63 *Gary Fappiano.*

64 Don Roe said that the Mayor's budget was released on Friday, March 29; no changes were
65 made to the EDC budget as submitted.

66

67 **4. Committee Reports**

- 68 • **Marketing** – Mark Gingras said the Committee met tonight. The third highway sign was
69 discussed; it was decided not to pursue this idea in the next fiscal year.

70 A DVD of all the Preview Shows was made by GovTV. It was decided that a DVD for
71 each Preview Show would be preferable and the Committee would like the programs to be
72 edited further.

73 The Committee also discussed doing an ad and story about the Commission in the
74 Record-Journal; Doreen DeSarro passed around an example. The Commission liked the
75 idea and discussed whether the photo that accompanies the story should show the
76 Chairman with staff or the entire Commission. The EDC decided that a group photo would
77 be best. Jim Wolfe suggested arranging the photo shoot for April 16 as close to 6:30 p.m.

78 as possible since most of the Commission will be in Town Hall for the Budget Workshop.
79 *Doreen will make the arrangements for the photo shoot and confirm the time with the EDC.*
80 *Doreen will also work with the paper on the article's content.*

81 Mark Gingras said that it does not look like a broker breakfast will be done this fiscal
82 year. However, CBS Radio (1080 am) is doing a show on the first Saturday of each month
83 called "Manufacturing Matters". They approached the EDC about doing an ad during the
84 program and creating a link to our website during the program. The cost for a 15-second,
85 one time/month for a year will be \$75 each ad. In addition, the link would cost \$10/month.
86 The total for both is \$1,020. Jim Wolfe asked what the show's volume is; Doreen didn't
87 know. Mark said it fits our demographics, it's not a lot of money, and funding could come
88 out of the underruns. Members liked the idea but wondered if a one-time/show ad was
89 effective. Jim Wolfe suggested asking for two ads/show for six months. Then we could
90 evaluate the effectiveness of this type of advertising. The Commission agreed to this
91 suggestion and *asked staff to contact CBS Radio and arrange to advertise two ads/show for*
92 *six months and include the link option at \$10/month.*

- 93 • **P&Z Liaison** – Jim Wolfe said WCI did not meet in March and the Planning & Zoning
94 Commission is continuing with the Incentive Housing Zone.
- 95 • **Retention/Incentives** – Since the Committee did not meet in March, Rosemarie Preneta
96 had no report.

97

98 **6. Regional Matters (CCAED, GNHCofC, NHMA, QCofC, REX, WA) –**

99 REX – Don Roe distributed a copy of the Executive Director's monthly report from REX.

100 Workforce Alliance – Don told the EDC that the last of the reemployment workshops
101 (rescheduled because of the snowstorm) will be held on April 12. After the workshops are done,
102 Don and Joe Mirra want to meet with WA staff to talk about how to continue working with those
103 who attended the workshops. *Don will contact WA and make the arrangements for this*
104 *meeting.*

105 New Haven Manufacturers Association – Don said that a meeting with Holo-Krome was
106 scheduled for April 18; recently, however, the meeting has disappeared from NHMA's website
107 calendar. *Don will check on the status of this meeting.*

108

109 **7. Community Involvement** – Mark Gingras said that Liberty Bank has been hosting guest
110 speakers several times per year. He wondered if the EDC could develop a speaker program
111 too. This is a new idea, not yet developed and would have to be included in the FY2014-15
112 request. Mark thought a speaker or panel could talk about starting a business. What did the

113 Commissioners think? Doreen DeSarro said the EDC and WCI did something similar with the
114 downtown merchants a while ago with mixed results. Joe Mirra suggested the Retention &
115 Incentives Committee consider this idea; he also suggested they talk to WCI about their
116 program. Jim Wolfe suggested this be discussed again in May. Possible topics/speakers
117 included: exporting; labor and employment; merger and acquisitions; and financing. If the EDC
118 wants to pursue this idea, Jim Wolfe suggested working with Workforce Alliance too.

119
120 **There being no further business, Mark Gingras made a motion to adjourn the meeting at**
121 **7:30 p.m.; Jim Wolfe seconded the motion. By unanimous vote, the motion carried.**

122
123 Sincerely,
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125
126 Lynn M. Wolff, Secretary
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128 Attachment
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130
131
132 EDCRMin40113DrNotApp