

1  
2  
3  
4  
5 **Economic Development Commission**  
6 **Regular Meeting Minutes**  
7 **September 10, 2018**  
8

9 **Present:** Joe Mirra, Chair  
10 Jim Wolfe, Vice-Chair  
11 Hank Baum, Commissioner  
12 Gary Fappiano, Commissioner  
13 Mark Gingras, Commissioner  
14 Rosemarie Preneta, Commissioner  
15 Rob Fritz, Alternate/Voting Member  
16 Ed Zavaski, Alternate  
17

18 **Absent:** Patricia Cymbala, Commissioner  
19 Russ Mills, Alternate  
20 Tim Ryan, Economic Development Specialist  
21

22 **Others Present:** Lynn Wolff, Secretary  
23  
24

25 Chair Joe Mirra called the regular meeting of the Economic Development Commission to order at 6:30 p.m.  
26

27 1. **Discussion and Possible Action on Special Meeting Minutes dated June 5, 2018** – Mark Gingras made  
28 a motion to approve the minutes as drafted; Rosemarie Preneta seconded the motion. By a vote of 6  
29 yeases and 1 abstention (Jim Wolfe), the motion carried.  
30

31 2. **Review of Monthly Expenditure Report** – No comments on the July report.  
32

33 3. **Committee Reports**

34 • **Marketing –**

- 35 ➤ **Update on meeting discussion** – Mark Gingras reported the Committee met on September 6  
36 and first reviewed the bids for solar lighting. It was determined not to pursue lighting for the  
37 billboards, due to the cost.

38 Mark told the EDC that new billboard copy was installed along Route 15 (behind BJs). This  
39 billboard space was made available due to the generosity of READCO Development, which  
40 donated the space until August 2019. The EDC only paid for the cost of the vinyl and its  
41 installation, which came to about \$500-600. The EDC members agreed this was a great deal and  
42 were very pleased.

43 The Committee discussed possible updates to the GIS and continue to work with the new  
44 Director of New England GeoSystems to strengthen this resource.

45 Mark said advertising at Bradley International Airport was considered; however, after  
46 researching the idea, it was determined that the EDC cannot afford to advertise at this location.

47 The Marketing Committee had hoped to get Wallingford's name out through the CT  
48 Restaurant Association. However, after the initial contact was made, several calls were not  
49 returned and the Committee determined not to pursue this any further.

50 Staff is trying to come up with some suggestions for new/different promotional items to be  
51 distributed at trade shows and other events.

52 Mark related that Commissioners Cymbala and Fritz have been looking into establishing a  
53 Wallingford Arts Council. The Council could bring a more visible artistic flair to the Town Center  
54 and draw more visitors to this area. Joe Mirra mentioned that HUBCAP is already planning to  
55 have an art show and wondered if this show might help Rob and Patricia with their idea .

56 ➤ **Next meeting:** October 15, 2018 at 8:00 a.m.

57

58 • **P&Z Liaison –**

59 ➤ **Update on Committee activities** – Jim Wolfe said the new owners of the BMS site hope to  
60 demolish the existing building and erect two warehouse buildings – one 9-acre and one 14-acre.  
61 A proposal went before IWWC but IWWC chose to continue the discussion at its next meeting.  
62 The project must pass IWWC before being submitted to the PZC and Jim believes that Calare  
63 might look to the EDC for support at that stage.

64 Jim expressed concern that PZC only had one item on its September meeting agenda (before  
65 the meeting was cancelled). Does this indicate that the economy is slowing?

66 Hank Baum asked about the Toelles Road project. Jim Wolfe said the proposal was  
67 withdrawn and is a “dead deal” right now; it's his opinion the project was withdrawn due to the  
68 protests of the environmentalists.

69 ➤ **Next meeting** – No next meeting has been scheduled.

70

71 • **Retention/Incentives –**

72 ➤ **Update on Committee activities** – Gary Fappiano said Committee has met recently but  
73 has been working on the company visits; they are still considering focusing on visiting medical  
74 companies next.

75 ➤ **Next meeting** – Gary and Rosemarie Preneta agreed they would like to schedule a meeting for  
76 September 21, if that works for Russ Mills and Tim Ryan.

77 Joe Mirra asked if the Committee knew why Edible Arrangements is leaving Wallingford; the  
78 EDC discussed various reasons for the company's move to Atlanta and its repercussions.

79

80 4. **Chair's remarks** – Joe Mirra distributed a flyer about the local author meet and greet being held during  
81 Celebrate Wallingford at HUBCAP. After encouraging the EDC to stop by, he mentioned that high school

82 volunteers are needed to help during this book signing. If anyone knows a student who might help (and earn  
83 credit towards their Community Service hours), please contact Joe.

84 Joe also mentioned that the Pipeline Program he has mentioned before will have its first class (of the six  
85 planned) on September 27 at HUBCAP. Response to this program has been positive.

86

87 **5. Staff reports/regional matters** – In Tim Ryan’s absence, the secretary encouraged members to read the  
88 attached reports for June and July and said the August report would be distributed next month along with the  
89 September report. Jim Wolfe noticed, in the July report, Tim met with a Barnes Park company that hoped to  
90 expand. In order to facilitate this, *Jim asked that an item be placed on the October meeting agenda to*  
91 *discuss the expansion of the building footprint in Barnes Park.*

92

93 **6. Dates to Remember** – It was noted that Celebrate Wallingford will be held on October 6 and 7. Joe Mirra  
94 mentioned the SIOR breakfast meeting on October 25 and said if any EDC member wished to attend they  
95 should let Tim Ryan know. The secretary said that a sign-up sheet for EDC help at The Big Connect trade  
96 show will probably be distributed at the October meeting.

97

98 **7. Community Involvement** – No comments.

99

100 **There being no further business, Rob Fritz made a motion to adjourn the meeting at 7:15 p.m.; Gary**  
101 **Fappiano seconded the motion. By unanimous vote, the motion carried.**

102

Sincerely,

103

104

105

Lynn M. Wolff, Secretary

106

107

108

109