



Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

Economic Development Commission
Regular Meeting Minutes
June 26, 2023

Present: Mark Gingras, Vice Chair
Hank Baum, Commissioner
Anthony Bracale, Commissioner
Tim Ryan, Commissioner
Jim Wolfe, Commissioner

Absent: Joe Mirra, Commissioner
Rob Fritz, Commissioner
Patty Powers, Alternate
Gary Fappiano, Alternate
Patricia Cymbala, Alternate
Don Crouch, ED Specialist

Vice Chair Mark Gingras, called the regular meeting of the Economic Development Commission to order at 6:32 p.m.

1. **Pledge of Allegiance** – Vice Chair Gingras led the Commission in the Pledge of Allegiance.
2. **Discussion and Possible Action on Regular Meeting Minutes dated May 22, 2023** – Anthony Bracale made a motion to approve the minutes as presented. Hank Baum seconded the motion. Jim Wolfe abstained due to being absent. The minutes were unanimously approved.
3. **Review of Monthly Expenditure Reports – May 2023** – No questions regarding the current budget. Seeing that the EDC tends to have monies left over in the budget most years, Commissioner Wolfe suggested that the commission consider creating a program using a portion our promotional budget towards an essay opportunity for graduating seniors. The essay would be geared toward Wallingford (Why Wallingford, what keeps some students living and working in Wallingford, why do students return to Wallingford after schooling/training, etc.) All of the commissioners liked the idea, it is a great resume builder and offering a prize could be an option. Commissioner Gingras asked Secretary Hoppes to add this item to the next Marketing Committee meeting for discussion.
4. **Election of Officers** – Commissioner Wolfe made a motion to nominate Joe Mirra for reappointment to the commission as Chair. Anthony Bracale seconded the motion. The motion passed unanimously.

48 ➤ Secretary Hoppes suggested getting new business cards for any Commissioners that
49 need them. Hoppes also showed the Commission the new name tag created for ED
50 Specialist, Don Crouch. New name tags will be created for all commissioners.
51

52 **5. Committee Remarks**

53 ➤ **Marketing & Retention Incentives** – Chair Gingras updated that the Marketing Committee
54 had a special meeting on June 9, 2023.

55 • Gingras gave an update on the video program with CGI Digital. Commissioners
56 reached out to multiple CT towns that used CGI for their town videos, and all
57 responses from the towns were positive. Gingras noted that CGI representative Nicole
58 Rongo, VP of Government Relations & Strategic Partnerships attended the meeting
59 remotely. Discussions with Nicole went very well and all the commissions' questions
60 were answered. The contract for CGI Digital has been approved and signed by the
61 Mayor. Secretary Hoppes reviewed the letter that CGI Digital will be sending out to all
62 Wallingford businesses with the commission. Hoppes will bring the letter to the Mayor
63 for signature and reach out to CGI Digital with Don Crouch for next Steps.
64 Commissioner Bracale stated that the EDC should give businesses a heads up that
65 CGI digital will be reaching out to them. Some suggestions from the commission were
66 to send out a notice on the digital channels regarding CGI Digital's efforts, include CGI
67 Digital in the next Desk of Joe article, and have Steve Knight write an Op-ed piece.
68 Keep these on hand and use to forward to businesses with questions. Gingras is
69 hopeful that videos will begin to be created for the town this summer and early fall,
70 discussions will continue at the next Marketing Committee meeting.

71 • Billboard update - All 3 billboards are complete. The Committee is looking to update
72 the billboard on I-91 South in this fall.

73 • Broker's Breakfast update – Target date is October 3, 2023. Gingras stated that Patty
74 Powers will be reaching out to Tim Ryan to set up meetings with Marc Duclos, Chris
75 Duclos, Frank Hird, and Bob Motley to discuss topics (what will get businesses to
76 come to Wallingford). Commissioner Ryan suggested meeting with Joe Mirra, Don
77 Crouch, Patty Powers, Marc Duclos and himself to keep the event preparation moving
78 forward.

79 • CRM update – Secretary Hoppes updated that Don Crouch has researched a few
80 different CRM software. Crouch has begun to explore Hubspot. The Commission had
81 a brief discussion about the differences between Hubspot and Salesforce.

82 Commissioner Bracale stated that Salesforce is really for large companies and
83 Hubspot should be able to provide the needs of the EDC at no or minimal cost.
84 Discussions will continue at the next Marketing Committee meeting.

85 • **Next Meeting:** No meeting scheduled (*Summer break: July & August*)
86

87 ➤ **P&Z Liaison** – Commissioner Baum informed the commission that the Warehousing
88 Moratorium discussion will continue at the PZC meeting on July 10, 2023 as a Public Hearing
89 item #3, Zoning Text Amendments/PZC/Secs. 2.2; 4.6B.I; 1.22.18 and Section 3.68.

90 • Baum also noted that there will be a Public Hearing at the July 10th meeting regarding
91 the Special Permit for Fifty-Five LLC/55 Kondracki Lane (Nursing home to multi-family

92 residential) The Planning & Zoning Liaison committee would like to submit a letter of
93 support for the project to the PZC prior to the meeting. **Jim Wolfe made a motion to**
94 **submit a letter of support to the Planning & Zoning Commission for Fifty-Five**
95 **LLC/55 Kondracki Lane (nursing home to multi-family residential). Anthony**
96 **Bracale seconded the motion. Motion passed unanimously.**

- 97 • Commissioner Wolfe brought up drone deliveries being in the near future and asked
98 the commission how they feel about being one of the pioneers of this new delivery
99 option. Stating that it might alleviate some of the traffic concerns in our
100 Commercial/Industrial Zones. The Commission had a brief discussion about the pros
101 and cons, and agree that it might be best to not be one of the first towns to pioneer this
102 idea. Gingras took the opportunity to thank Jim for all that he does for the EDC and the
103 Town of Wallingford and stated that the EDC and the PZC recognize his credibility.
- 104 • **Next Meeting:** No meeting scheduled (*Summer break: July & August*)
105

106 ➤ **Retention Incentives Committee** – Secretary Hoppes and Commissioner Ryan reviewed
107 the updates to the Incentive Programs offered to town businesses.

- 108 • The Real Property Tax Incentive for the Incentive Housing Zone (IHZ) will be
109 renewed as is. Ryan reviewed the case study that was done when the incentive
110 was initially developed. The Commission discussed looking into creating an
111 incentive program for renovations to an existing building in the IHZ, at a lower
112 amount than the \$1MM (possibly \$250K-\$500K). This discussion will continue
113 at a later date.
- 114 • Real Property Tax Incentive for Office Development has no updates, renew as
115 is.
- 116 • Real Property and Personal Property Tax Incentives for Manufacturers have a
117 minor text clarification in Section 2(a)1... "Tax incentive offered by the Town of
118 Wallingford for the property that is the subject of the application". With the
119 clarification, program is to be renewed as is.
- 120 • Secretary Hoppes informed the commission that she, Don Crouch, Joe Mirra,
121 Liz Davis (WCI), Town Planner, Kevin Pagini and Wallingford Electric Division
122 staff are discussing the Electric Discount Rider for Town Center Businesses.
123 Discussions will continue regarding the map being updated and the renewal
124 term is being extended.
- 125 • **Next Meeting:** No meeting scheduled (*Summer break: July & August*)
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128 **6. Staff Report/regional matters –**

- 129 ➤ Don Crouch submitted his first Staff Report. In his absence, the Commission reviewed
130 the staff report. The Commission is happy with the progress that Don has made so far
131 as the ED Specialist. Hank Baum suggested that Don add dates to his line items going
132 forward.
- 133 ➤ Gingras stated that a weekly report will be created going forward. This will keep staff
134 and the commission abreast of tasks/projects and offers direction for all members.

