

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

December 14, 2023

TO: Members of the Economic Development Commission
FROM: Stacey Hoppes, EDC Secretary
SUBJECT: Regular Meeting Agenda – Monday, December 18, 2023 @ 6:30 p.m.
LOCATION: Town Hall, Room 315
45 South Main Street
Wallingford, CT 06492

1. Pledge of Allegiance
2. Discussion on Regular Meeting Minutes dated November 20, 2023 (**attach.**)
3. Review of Monthly Expenditure Report – November 2023 (**attach.**)
4. Update and discuss: Historic Railroad Station Re-Use Project
5. Update: Sign Regulations
6. Update and discuss: Yalesville Limited Business District (YLB) Zone
7. Update and discuss: Proposed Text Amendment for EV Charging Station/PZC Agenda item
8. Update and discuss: T-30 (Tracy) Zone
9. Discussion: Town Center
10. Update and discuss: IX Zone
11. Committee remarks:
 - Marketing, Retention & Incentives
 - Update on committee activities
 - **Next meeting:**
 - P&Z Liaison
 - Update on committee activities
 - **Next meeting:**
12. Staff report/regional matters
13. Chair's remarks
14. Other community business (**vote**)

Dates to Remember:

01/10/24 – PZC Meeting
01/22/24 – EDC Meeting
02/01/24 – State of the Town

c: Mayor's Office, Town Clerk's Office (for posting)

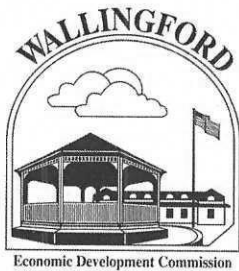
ec: EDC Members
Town Council (via T. Clerk)
Kevin Pagini, P&Z

Maribel Carrion, QCC
Ray Andrewsen, QCC
GovMedia

NH Reg., Htfd. Courant, R-J
Website, Rosemarie Preneta
Jessica Wysocki, Bill Comerford

Individuals in need of auxiliary aids for effective communication in programs and services of the Town of Wallingford are invited to make their needs and preferences known to the ADA Compliance Coordinator at 203-294-2070 five days prior to meeting date.

EDCRMAg121823



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

Economic Development Commission
Regular Meeting Minutes
November 20, 2023

Present:

Joe Mirra, Chair
Mark Gingras, Vice-Chair
Hank Baum, Commissioner
Jim Wolfe, Commissioner
Rob Fritz, Commissioner
Patty Powers, Alternate
Gary Fappiano, Alternate

Absent:

Anthony Bracale, Commissioner
Tim Ryan, Commissioner
Patricia Cymbala, Alternate

Others Present:

Don Crouch, Economic Development Specialist
Stacey Hoppes, Secretary

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

1. **Pledge of Allegiance** – Chair Mirra led the Commission in the Pledge of Allegiance.
2. **Discussion on Special Meeting Minutes dated October 23, 2023** – Gary Fappiano made a motion to approve the minutes as drafted; Jim Wolfe seconded the motion. Commissioner Baum abstained, all other members were unanimous for approval, the motion carried.
3. **Review of Monthly Expenditure Reports/September 2023 & October 2023** – Hearing no questions or comments Chair Mirra went onto the next agenda item.
4. **Update and discuss: Historic Railroad Station Re-Use Project** – Town Council has requested that the town go out for a Request for Proposal (RFP) for this project. The commission discussed compiling a list of questions for a letter to the Town Council to give parameters to follow when writing the RFP. It was requested that all commissioners get their suggested questions to ED staff by Wednesday, November 28th for review.
5. **Update: Sign Regulations** – No workshop scheduled at this time. Staff will inform the commission once a Planning & Zoning workshop is scheduled. Keep item as a standing agenda item until further notice.
6. **Discussion: Yalesville Limited Business District (YLB) Zone**- This zone is a residential zone with limited business opportunities. Commissioners had a brief discussion regarding the zone and how to increase business use in the area. Discussion will continue at the next meeting.

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7. **Discussion on 2024 Meeting Schedule** – There was a brief discussion. **Mark Gingras made a motion to approve the 2024 Meeting Schedule as drafted, with member agreement that the December meeting will be held on the 19th. Jim Wolfe seconded the motion. By unanimous vote, the motion carried.**

8. **Committee Remarks:**

- **Marketing, Retention & Incentive Committee Update:** Gingras updated that they had a Special meeting on November 17th.
 - Canva Teams is working well and being used for some of our digital marketing, it is going to be a great tool for future marketing initiatives.
 - Staff is continuing to use the free trial for Hubspot CRM. Staff met with another CRM provider, CivicServe for a product demonstration. Staff will continue to gather information on CRM options.
 - **Amazon Account (for office supplies) – Gary Fappiano made a motion to allocate \$500 from the Office Supplies account for Amazon purchases. Patty Powers seconded the motion. Motion passed unanimously.**
 - **QCC Shop Local Extravaganza 2023 Sponsorship – Patty Powers made a motion to allocate \$500 from the Promotional account for a sponsorship for the Shop Local 2023 event. Hank Baum seconded the motion. Motion passed unanimously.**
 - **WCI Holiday Stroll 2023 Sponsorship – Patty Powers made a motion to allocate \$1200 from the Promotional account for a sponsorship for the Annual Holiday Stroll to assist with their marketing efforts. Gary Fappiano seconded the motion. Motion passed unanimously.**
 - The committee is working on a master list of companies for the Mayor Company visit Program. There was a brief discussion on creating a top ten list. Any suggestions from commission members are welcome.
 - Powers informed the commission that the Broker's Breakfast has been scheduled for February 29, 2024. They are working on the invite list and agenda.
 - Gingras noted that the committee was to review the CGI Video drafts, unfortunately they were unable to watch them as a committee due to technical issues.
 - CGI Video – The Commission watched and had discussions on the 6 town video drafts from CGI. Overall the videos are well done, needing some tweaks throughout. Staff will work on modifications with CGI.
 - Next meeting – None scheduled

- **Planning & Zoning Liaison Committee Update:** Baum updated the commission regarding the Public Hearings for the PZC meeting on December 11, 2023. The discussions on the applications submitted for Mansion Rd and Kondracki Ln are continuing. The EDC continues to have discussions with Planning & Zoning on how to encourage the town to be more business friendly. The commission has decided to stay neutral for all Public Hearing applications for the PZC Agenda for December 11th, including the EV Charging Station text amendment application.

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9. Staff Report/regional matters – Crouch updated the commission on some of the activities in October/November.

- Mayor’s Business Visit to Controlled Fluidics. Attendees include: Mayor, TC Chair Cervoni, EDC Chair Mirra, EDC VC Gingras, and myself. Discussion about Tracy, business environment and site tour.
- Business visit and tour with Gov. Lamont, Commissioner – DECD, Advance CT at Nel. Nel is working on a \$36 million expansion inside their facility. Nel’s senior leadership from Norway was in town for the meeting with the Governor
- Barnes Industrial Park Area Update - Crouch is working with Broker on a possible business moving into 95 Barnes Road. The new Police Station is going well, hopeful to have completion by Fall 2024. Overall Barnes South is filling up.

10. Chair’s remarks – Mirra emphasized the importance of the Grand List, stating that it is the EDC’s report card. Suggested that the commissioners review the grand list yearly.

- Mirra would like to set up meetings with business owners in the Tracy Zone to see what their needs are and what they would like to see in the area. Mirra suggested discussing the possibility of an Incentive Program for that zone.
- Mirra suggests that WCI meet with Town Center landlords to review the new Town Center Zone and changes in the zone regulations. These changes give businesses more opportunities in the area.
- Mirra would like to update and resend Tim Ryan’s letter to businesses in the IX zones regarding the regulation changes that took place last year regarding less parking and open space requirements, allowing for more business expansion in the area.

There being no further business, Patty Powers made a motion to adjourn the meeting at 8:11 p.m.; Mark Gingras seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Stacey Hoppes, Secretary

EXPENDITURES THROUGH 11/30/23

5/12 = 42%

FOR 2024 05

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
10011050 ECONOMIC DEVELOPMENT COMMISSIO							
10011050 51000 REGULAR SALARIES &	89,039	89,039	35,273.18	8,561.45	.00	53,765.82	39.6%
10011050 55110 TRANSPORTATION REIM	1,500	1,500	.00	.00	.00	1,500.00	.0%
10011050 55405 PROMOTIONAL EXPENSE	30,250	30,250	3,161.00	.00	2,304.00	24,785.00	18.1%
10011050 56100 OFFICE EXPENSES & S	1,700	1,700	740.67	.00	791.33	168.00	90.1% **
10011050 58810 DUES AND FEES	2,500	2,500	.00	.00	.00	2,500.00	.0%
TOTAL ECONOMIC DEVELOPMENT COMMIS	124,989	124,989	39,174.85	8,561.45	3,095.33	82,718.82	33.8%
TOTAL EXPENSES	124,989	124,989	39,174.85	8,561.45	3,095.33	82,718.82	
GRAND TOTAL	124,989	124,989	39,174.85	8,561.45	3,095.33	82,718.82	33.8%

** END OF REPORT - Generated by Brian Naples **

** Office Expense Account is at 44% used. \$791.33 is encumbered for WB Mason and Amazon PO's Available amount is \$959.33 ** (smh)