

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

January 29, 2021

TO: Members of the Economic Development Commission
FROM: Tim Ryan, Economic Development Specialist 
SUBJECT: Regular **VIRTUAL** Meeting Agenda – Monday, February 1, 2021, 6:30 p.m.

Link to meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/397826509>

You can also dial in using your phone.
United States (Toll Free): 1 866 899 4679
United States: +1 (571) 317-3116

Access Code: 397-826-509

1. Pledge of Allegiance
2. Discussion/possible action on Regular Virtual Meeting Minutes dated January 4, 2021 (**Attach.**) (**VOTE**)
3. Review of monthly Expenditure Report (**Attach.**)
4. Committee remarks
 - Marketing
 - Update on committee activities
 - **Next meeting:**
 - P&Z Liaison
 - Update on committee activities
 - **Next meeting:**
 - Retention/Incentives
 - Update on committee activities
 - **Next meeting:**
5. Chair's remarks
6. Staff report/regional matters – January (**Attach.**)
7. Other community business

Dates to Remember:

c: William W. Dickinson, Jr., Mayor
Town Clerk's Office (for posting)

Feb. 18 - Mayor's State of the Town (Virtual)
Mar. 1 - EDC Reg. Virtual Mtg, 6:30

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

Maribel Carrion, QCC
Kathleen Lilley, WCI
GovMedia

NH Reg., Htfd. Courant, R-J
Website
Jessica Wysocki

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.

EDCRVMAg020121

tel: (203) 294-2062 • fax: (203) 294-2073 • edc@wallingfordct.gov • Plugin2Wallingford.com

DRAFT

Economic Development Commission
Regular Virtual Meeting Minutes
January 4, 2021

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Present: Joe Mirra, Chair
Mark Gingras, Vice-Chair
Hank Baum, Commissioner
Gary Fappiano, Commissioner
Rosemarie Preneta, Commissioner
Jim Wolfe, Commissioner
Anthony Bracale, Alternate/Voting Member
Rob Fritz, Alternate*

Absent: Patricia Cymbala, Commissioner

Others Present: Tim Ryan, Economic Development Specialist
Lynn Wolff, Secretary
Kathy Lilley, Exec. Dir., WCI
Scott Hanley, GovMedia
Atty. Jim Loughlin
Christopher Reagan, Sr.
Shirley Shadish
Lauren Takores, R-J
Ed Hohmann
Unidentified callers: LH, Caller 2, Caller 3

Chair Joe Mirra called the regular virtual meeting of the Economic Development Commission to order at 6:32 p.m. and asked Alternate Bracale to serve as voting member. Chair Mirra reviewed how the EDC would conduct the virtual meeting.

1. **Pledge of Allegiance** – Chair Mirra led the Commission in the Pledge of Allegiance.
2. **Discussion and Possible Action on Regular Virtual Meeting Minutes dated December 7, 2020** – Jim Wolfe made a motion to approve the minutes as drafted; Mark Gingras seconded the motion. By a unanimous vote, the motion carried.
3. **Election of Officers** – Jim Wolfe made a motion to nominate Joe Mirra as Chair and Mark Gingras as Vice-Chair, mentioning that each has done a great job this past year; Gary Fappiano seconded the motion. By unanimous vote, the motion carried.

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4. **Review of monthly Expenditure Report** – No questions on the November report.

5. **Committee remarks**

- **Marketing**

- **Update on committee activities** – Mark Gingras said a lot has been accomplished in the last several weeks. The Marketing Committee, the Quinnipiac University Student Marketing Team (SMT) with Professor Tomczyk, are working hard to finalize this marketing campaign. Again, the Committee remarked on what a great group these college students are. Mayor Dickinson has been briefed on the campaign and gave his approval. Gary Fappiano asked, once the campaign gets started, if the other EDC Committees will be able to use some of the key elements developed by the SMT; Mark said it would be a good idea, given that the campaign is designed to be run for several years.

- **Next meeting:** January 20 at 8 a.m.

- **P&Z Liaison**

- **Update on committee activities** – Jim Wolfe reported that the Planning & Zoning Commission (PZC) met in December and began discussions about expanding the uses in the IX and I5 Zones, which the EDC has been in favor of for many years.

***Rob Fritz joined the meeting at approximately 6:44 p.m.**

Jim read Section 4.10 A. of the Zoning Regulations for the I-5 Zone which says:

“Purpose - To utilize the key location of lands with accessibility to Route I-91 while protecting the Town's Public Water Supply Watershed by requiring high standards for development.” He feels this can be done if the project is done right. He hopes that the PZC will keep an open mind. There has to be a way to allow businesses to grow while protecting the watershed.

When asked if other Committee members had further comments, Hank Baum said, at the December Town Council meeting, the tax incentive for the IHZ was renewed, after much discussion. Hank complimented Tim Ryan, saying he did a great job explaining the tax incentive program and fielding questions. Also approved at the December Council meeting was the plan to create Town parking on the site of the former Brothers Restaurant; this will be important for the future of TOD. Hank agreed with Jim about the need to change the regulations in the IX and I5 zones but said there is still a lot of issues with the watershed.

80 Joe Mirra said these two zones are prime locations for development in our Town; the
81 EDC has been trying to work to add uses for many years while making sure we are
82 mindful of the watershed.

83 Tim Ryan said this is a very sensitive subject and protecting the watershed is very
84 important. The EDC and staff feel that respectful development can happen within a
85 watershed protection district. Tim pointed out that we do currently have warehousing,
86 electrical assembling facilities, four clean manufacturers, two transportation businesses,
87 and a distribution and repair facility already functioning responsibly within the district. All
88 we're saying is that the engineering advances are notable and we have even better
89 protections in place now than when those businesses were allowed. As an example of
90 the current stringent protections in place, the former Bristol-Myers Squibb building,
91 including its power plant, was successfully removed with no impact on the watershed
92 protection district Why? Because Wetlands insisted on triple redundancies in terms of
93 the protections they wanted in that watershed protection district. The EDC is agreeing
94 that the proper precautions need to be in place. The answer is not to disallow
95 development opportunities but to allow us to present them to the PZC so that they can
96 effectively make a sound decision as to whether a particular use can be allowed. A word
97 of caution, regarding manufacturing—there are many types of manufacturers, some that
98 we would not want in the watershed protection district. Radiall, for example, is an
99 electronics assembly company; its NAICS code says they are a manufacturer. They are
100 not in a watershed protection district but if they were, they would be completely harmless
101 to the watershed protection district. Another example is warehousing – it depends on
102 what you're storing. Many of the warehouses are evolving into e-commerce, which is a
103 fantastic use and with the proper precautions could go anywhere. Many e-commerce
104 users rely heavily on technology, which translates into tax revenue in terms of personal
105 property. They're don't necessarily generate the jobs/sq. foot (as BMS did) but Utilities
106 would be very pleased. It's a very active discussion that will continue, probably for some
107 time.

108 Joe Mirra said that this area was developed 25-30 years ago and there are ways to
109 keep the watershed safe and allow development.

110 Jim Wolfe said this will be discussed at the next PZC meeting on January 11. He is
111 unable to attend and asked if any other PZL Committee members will participate; Joe
112 Mirra said they would.

113 ➤ **Next meeting:** No meeting set.

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115 • **Retention/Incentives**

- 116 ➤ **Report on committee activities** – Gary Fappiano said the Committee hopes to meet
117 before the end of January. He said he appreciated the previous mention of renewal of
118 the tax incentive program for the IHZ. Also, the From the Desk of Joe column in
119 *Wallingford Magazine* about the parking lot was a good way to show what it takes to
120 make a project like this happen. Gary also complimented Rob Fritz on the good job he
121 did for the Arts Council, also in that same issue.
- 122 ➤ **Next meeting:** Tentatively set for the end of January.

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124 **The EDC agreed that Item 7 (Staff report) be heard before Item 6 (Chair's remarks).**
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126 **7. Staff report/regional matters – December report** – Tim reviewed his staff report (*copy attached*) and
127 the following items were noted:

- 128 • The application by Proton International for the proposed Proton Beam Therapy Center on
129 Northrop Road is on the agenda for the IWWC meeting on Jan. 6 and the PZC agenda for Jan.
130 11. It is hoped that the application will be approved by both Commissions.
- 131 • The application for an Amazon warehouse at 5 Research Parkway is not on the IWWC January
132 6 agenda; the Environmental Planner said discussions with the applicant are ongoing.
- 133 • A meeting was held with Town officials and CTrail to discuss what the Town feels is excessive
134 noise from train horns as the trains travel through Town. Railroad officials, after conducting
135 tests, agreed that the train horn noise is above acceptable levels and steps will be taken to
136 reduce the volume. Also discussed at this meeting was the request that the two crossings by
137 the historic railroad station (Quinnipiac Street and Hall Avenue) be considered as one crossing
138 due to their proximity. This change would reduce the number of horns and, therefore, noise.
139 Tim feels the railroad officials are taking the Town's concerns seriously.

140 Tim also mentioned that reutilizing the historic railroad station is now being discussed

- 141 • Chair Mirra, Vice Chair Gingras and EDC staff met with Senator-Elect Paul Cicarella to discuss
142 economic development issues and opportunities.
- 143 • The posting for the Program Planning/EDC secretary position has closed. After HR vets the
144 applications, qualified applications will be forwarded to the Mayor's Office and Economic
145 Development Office so the interview process can begin.

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147 **6. Chair's remarks** –


- 148 • Joe Mirra and the Commission thanked the secretary for all she has done for the EDC over the
149 years.

- He also said that the articles in the *Wallingford Magazine*, have been well received. Joe would like to have the next issue focus on the EDC – who we are and what we do.
- Joe wondered how the EDC can help the businesses in Town that are struggling to stay open and requested that the Commissioners contact him with any suggestions.
- The programs run by HUBCAP, before the pandemic, resulted in about 75% of the participants finding jobs, most with almost twice their former salaries. HUBCAP needs sponsorships to continue their work.
- Joe thanked the Commissioners for all the work they've done over this past difficult year.

9. Other community business – There were no items mentioned.

There being no further business, Rosemarie Preneta made a motion to adjourn the meeting at 7:22 p.m.; Mark Gingras seconded the motion. By unanimous vote, the motion carried.

Sincerely,



Lynn M. Wolff, Secretary

OK 1/29/21



Town of Wallingford, Connecticut

01/29/2021 14:37
kcharest

Town of Wallingford
EXPENDITURES THROUGH 12/31/20

P 1
glytdbud

FOR 2021 06

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1105 ECONOMIC DEVELOPMENT COMMISSIO							
10011050 51000 REGULAR SALARIES &	65,722	65,722	31,268.58	6,304.15	.00	34,453.42	47.6%
10011050 53110 TRANSPORTATION REIM	1,500	1,500	142.40	.00	.00	1,357.60	9.5%
10011050 55405 PROMOTIONAL EXPENSE	29,050	29,050	4,499.00	1,825.00	6,401.00	18,150.00	37.5%
10011050 56100 OFFICE EXPENSES & S	2,000	2,000	321.74	42.53	732.93	945.33	52.7%
10011050 57000 00956 BILLBOARD UPGR	5,000	5,000	.00	.00	.00	5,000.00	.0%
10011050 58810 DUES AND FEES	3,400	3,400	1,000.00	.00	.00	2,400.00	29.4%
TOTAL ECONOMIC DEVELOPMENT COMMISS	106,672	106,672	37,231.72	8,171.68	7,133.93	62,306.35	41.6%
TOTAL EXPENSES	106,672	106,672	37,231.72	8,171.68	7,133.93	62,306.35	
GRAND TOTAL	106,672	106,672	37,231.72	8,171.68	7,133.93	62,306.35	41.6%

** END OF REPORT - Generated by Kathleen Charest **

#3

ECONOMIC DEVELOPMENT COMMISSION Staff Report

January 2021 Activities
Presented at February 2021 EDC meeting

Local Initiatives

- Funding for the Town Center parking lot improvement project that involves new paving and lighting improvements in the lots behind Simpson Court and two parking lots on Wallace Avenue was approved by the Town Council at their meeting on 1/26. This project generated extensive discussion due mainly to the history of the Simpson Court lot. Improvements are scheduled for late spring
- IWWC and PZC approved the application for the Proton Beam Therapy Center being planned for the undeveloped 12-acre site on Northrop Road. Pending final Certificate of Need approvals from the State, site preparation should begin on this \$72MM project in early summer of this year
- At their 1/11/21 meeting, the PZC voted (per the request of the Mayor, Public Utilities Director, Law Department and EDC) to close the public hearing on the regulation change discussions pertaining to expanded uses in the I-5 Zone. The respective parties making the request will meet to articulate relevant language and will provide a work product by 3/31/21
- As of this writing, Montante Construction, on behalf of Amazon, is not on the agenda for plan review at IWWC's 2/3 meeting. Amazon is seeking approvals to build a 219,000 sf warehouse on the former BMS site at 5 Research Parkway. They last presented to IWWC at the November 2020 meeting

Creating Opportunities

- CTrail representatives are actively conducting decibel level tests on the trains that travel the Hartford Line corridor in response to our complaint regarding excessive noise. Tests are currently being conducted and results are expected in early February. Corporation Council has been aggressively pursuing this initiative
- Discussions continue on the initiative to allow the continuance of outdoor dining in a post-COVID environment. An ad-hoc group, led by Councilor Shortell, is working with planning officials to determine what regulations may need to be amendment to support this business and customer friendly goal.
- The potential future uses of our historic railroad station have been the subject of much discussion. Per the Commission's direction, staff continues to foster the requisite discussions to pursue the vision of converting the railroad station into a more robust center for economic activity.

Marketing

- Our digital marketing initiative has been launched! We are now live on LinkedIn and Facebook. Instagram with follow soon. Our email marketing efforts have begun and our new website landing page should be ready the first week in February. It's been a journey! Our infrastructure is now ready to be utilized as we see fit
- The Committee approved financial support for the HUBCAP's Pipeline Program. The Pipeline Program prepares job seekers in specific fields for employment opportunities through skills training and direct contact with potential employers

Trade Shows

- None scheduled

Update on Town Center

- No report

Miscellaneous

- Interviews for the Program Planning Secretary's position are now taking place

In the News

- *Mayor Dickinson seeks school board's input on historic train station...RJ, 1/7...* The Mayor has requested that school officials provide pros and cons for moving Wallingford Adult Education out of the historic train station
- *Wetlands panel OK's 7-Eleven application...RJ, 1/8...* IWWC approved an application by 7-Eleven for development on the lot south of Sonic Drive-In at 1033 N. Colony Road

- *CT business starts set record pace in late 2020...* HBJ, 1/8...According to the Secretary of State's Office CTData, 3,200 new business starts were recorded in November 2020.
- *CT companies see sensors as game-changing technology...* HBJ, 1/11...Wallingford-based Amphenol Corp. announced plans to acquire sensor-technology company MTS Systems Corp for \$1.7 billion. Amphenol has seen more and more of their interconnect products being married together with some type of sensor so, even with the large price tag, this strategy makes sense.
- *Proposed zoning changes withdrawn...* RJ, 1/13...At the request of the Mayor, a proposal to allow more kinds of businesses and industries in the Watershed Protection District was withdrawn.
- *Barstool Fund helps bail out 2 restaurants...* RJ, 1/13...Laskara Restaurant and Gaetano's Tavern on Main have benefited from donations from the Barstool Fund, a gofundme-type web page that has raised \$22.4 million to support 110 businesses of all kinds.
- *Simpson Court in Downtown Wallingford: Council set to continue parking lot debate...* RJ, 1/24...The Town Council is scheduled to revisit the proposal to improve a private parking lot at its January 26 meeting
- *Hawaiian cuisine coming to town...* RJ, 1/25...Pokémoto Hawaiian Poke' plans to add a 3rd CT location by opening a restaurant in the Lowe's Plaza, in the former Smashburger site
- *Passion for crystals prompts woman to start online business...* RJ, 1/25...Alyssa Martin, with her passion for crystals and crystal healing, started a new online business called Bite The Bullet Gems, which uses empty shell casings to make necklaces with crystals
- *Meriden nutrition business expands into Wallingford...* RJ, 1/26...Wallingford Nutrition Spot opened on January 18 at 314 Main Street, Yalesville
- *Parking in Downtown Wallingford: Lots to be renovated, expanded...* After two 5-hour meetings this month, the Town Council approved funding for 3 parking lot improvement projects and renewed leases that expand public parking in a portion of Simpson Court's rear lot
- *Speak, Italian: Michael's Trattoria...* CT Magazine, Jan. 2021...An interview with Michael Tiscia about his restaurant

New & Expanding Businesses

- New (September and October 2020)
 - Taco Pacifico...97 Chapel Street, Yalesville
 - Century Design...95 N. Cherry Street
 - New England Hops Craft Beer Bar & Grill...600 N. Colony Road
 - MRC Global...15 Sterling Drive
- Expanded
 - Radiology Associates...101 N. Plains Industrial Road
- Relocated
 - CT Beverage Mart...170 N. Colony Road
 - The Nail Café...2 Chapel Street, #5, Yalesville

Results of EDC Marketing Activities

Advertising	0
Brokers/Site Consultants	2
Direct Contact	5
State/CERC/Chamber/REX	2
Trade Shows	0
Business Assistance	0
Total	9

Respectfully,

Tim Ryan