



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

Economic Development Commission
Regular Meeting Minutes
October 3, 2022

Present:

Joe Mirra, Chair
Mark Gingras, Vice Chair
Patricia Cymbala, Commissioner
Rosemarie Preneta, Commissioner
Hank Baum, Commissioner
Jim Wolfe, Commissioner
Gary Fappiano, Commissioner
Anthony Bracale, Alternate

Absent:

Rob Fritz, Alternate
Patty Powers, Alternate

Others Present:

Stacey Hoppes, EDC 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 and Possible Action on Regular Meeting Minutes dated August 29, 2022** (*acted as September meeting*) – Vice Chair Gingras made a motion to approve the minutes as presented. Jim Wolfe seconded the motion. The minutes were unanimously approved.
3. **Review of Monthly Expenditure Report – August 2022** – Commissioner Wolfe asked which account was used to pay for EDC booth at the QCC Conference on September 22nd. Vice Chair Gingras stated that the Promotional Account was used to pay for the booth. Hearing no other questions, Chair Mirra went onto the next agenda item.
4. **Update: ARPA funding for Small Businesses** – Secretary Hoppes stated that the ARPA Announcement from the Mayor's office is almost complete. The announcement will be sent out with the current round of electric bills to residences and businesses. It will also be posted to the town website and distributed through the EDC digital channels by the end of the week.
 - The Town's Consultant, UHY Advisors will be hosting an instructional virtual webinar on the ARPA funding program and application process on October 12, 2022 from 1:00 – 2:30pm.
 - The EDC sent out an announcement regarding the ARPA Funding for Small Businesses on their digital channels; asking those interested in applying for ARPA funding to email the EDC their business name, and contact information. Secretary Hoppes will create a master list of emails received and will respond with confirmation of receipt emails that will include links to the webinar and the town website ARPA Funding Assistance page. The EDC will be hosting a minimum of two (2) training sessions for small business applicants at the HUBCAP in October 2022.
 - Nonprofits are invited to join any of these webinars and/or training sessions. If they need additional assistance, the United Way has offered their assistance to any nonprofits

55 serving Wallingford. Chair Mirra has offered the use of the HUBCAP facility to United
56 Way if they would like to host trainings, if needed.

- 57 • Chair Mirra asked the commissioners to help spread the word and to bring the
58 announcements to businesses they patron.

59
60 **5. Update: Historic Railroad Station Reuse** – The commission gave a big thank you to Anthony
61 Bracale for representing the EDC at the Town Council meeting on September 27th. Anthony did an
62 amazing job re-introducing the project to the Town Council. Bracale stated that the Town Council,
63 as a whole, seemed excited about the project, how it will be great for the community, the town
64 center, and the possibilities of what the railroad station could be. He thanked Rob Baltramaitis,
65 Director of Public Works and Bill Silver, of Silver Petrucelli & Associates for presenting with him.

- 66 • The resolution was approved unanimously and the application for The Connecticut
67 Communities Challenge Grant will be submitted by October 7, 2022.

69 **6. Committee Remarks**

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71 ➤ **Marketing** – The committee had a meeting on September 15, 2022. The committee
72 continued discussions on how to improve their digital marketing efforts. Secretary Hoppes
73 has invited 5 companies (business journals and videographers) to attend the next meeting.
74 These companies will pitch their services and ideas for improving our ads, videos, and
75 outreach capabilities.
- 76 • The committee has decided to hold off on updating the billboards. They will continue
77 discussions on billboards as they work on their messaging for promotional ads, and
78 will update the billboards with the same messaging. Commissioner Wolfe mentioned
79 the need to groom the landscape around some of the billboards. Gingras stated that
80 they will get the landscaping done at the same time that the billboards get updated.
 - 81 • Due to time constraints the Mail-A-Map ad has stayed the same for the 2022 Town
82 Map. The committee will look to update the ad for next year.
 - 83 • The committee is going to review promotional items for conference booths. They will
84 discuss updating the retractable banners at the next meeting. Secretary Hoppes is
85 compiling an inventory list of the EDC handouts/tchotchkes for these booths. The
86 committee will review and discuss ordering more at their next meeting.
 - 87 • Commissioner Bracale will represent the EDC at ManufactureCT's Annual
88 Celebration on October 6, 2022. Thank you Anthony.

89
90 *Anthony Bracale arrived at 6:34pm*

- 91
92 ➤ **P&Z Liaison** – Jim Wolfe stated that the Planning & Zoning Commission is having a meeting
93 on October 12th. Secretary Hoppes will forward the Legal Notice for Public Hearings and the
94 PZC Agenda to the EDC.
- 95
96 ➤ **Retention/Incentives** – Gary Fappiano stated that the committee had a meeting on
97 September 28. The committee continued discussions on the Company Visit Program.
98 Fappiano assigned committee members to the specific businesses that were visited in May
99 and June 2022. Each member will reach out to their assigned business as a follow up call,
100 informing them that the EDC is here to assist them in any way we can. Rosemarie Preneta
101 stated that inviting Don Mauritz, Wallingford's Energy Conservation Specialist to the company
102 visits going forward, especially those looking to conserve energy and upgrade their lighting.
- 103 • The committee reviewed the EDC's Incentive Programs and have decided that they
104 are going to review each incentive at a time to see what improvements/changes are
105 needed. They are going to focus on the Real Property Tax Incentive for the Incentive
106 Housing Zone first. Office space incentives may need to be revamped. Fappiano
107 would like to work together with the Marketing Committee to promote the incentives in
108 our promotional campaigns. Preneta asked if the brokers involved in Wallingford know

109 about and promote our incentives. If not, then they should include them as part of
110 their marketing packet for Wallingford properties. Fappiano mentioned reintroducing
111 the "Broker's Breakfast" events in the near future.
112 • Chair Mirra suggested that once the incentives are updated that we create an
113 incentives catalog for all EDC Commissioners as a promotional tool. The catalog
114 could include the EDC incentives, Electric Division incentives and State incentives.
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116 **7. Staff Report/regional matters** – No staff report for the month of August 2022
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118 **8. Chair's Remarks** – Joe Mirra gave a brief background of HUBCAP Wallingford and the programs,
119 trainings, seminars, and workshops that it offers to the business community. He informed the
120 commission of a book signing/author event that is being held on November 5, 2022 and a Holiday
121 Pop-up Shop on December 10, 2022.

- 122 • The HUBCAP is also working on their Apprentice Program and Veteran's Program with the
123 Manufacturing Pipelines. These events will be open to Manufacturer's and the general
124 public.
- 125 • The HUBCAP Wallingford is actively looking for board members.
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127 **9. Next meeting Date:** November 7, 2022 @ 6:30pm ~ Town Hall, Room 315
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130 **There being no further business, Mark Gingras made a motion to adjourn the meeting at**
131 **7:25 p.m.; Rosemarie Preneta seconded the motion. By unanimous vote, the motion carried.**
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133 Sincerely,
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136 Stacey Hoppes, Secretary
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