

**Economic Development Commission  
Regular Meeting Minutes  
March 2, 2020**

**Present:** Joe Mirra, Chair  
Hank Baum, Commissioner  
Patricia Cymbala, Commissioner  
Gary Fappiano, Commissioner  
Anthony Bracale, Alternate/Voting Member  
Rob Fritz, Alternate/Voting Member

**Absent:** Jim Wolfe, Vice-Chair  
Mark Gingras, Commissioner  
Rosemarie Preneta, Commissioner

**Others Present:** Tim Ryan, Economic Development Specialist  
Lynn Wolff, Secretary  
Robert DeMaio  
Ed Hohmann

Chair Joe Mirra called the regular meeting of the Economic Development Commission to order at 6:31 p.m.

1. **Pledge of Allegiance** – Chair Mirra led the EDC in the Pledge of Allegiance.
2. **Discussion and Possible Action on Regular Meeting Minutes dated February 3, 2020** – Hank Baum made a motion to approve the minutes as drafted; Patricia Cymbala seconded the motion. By a unanimous vote, the motion carried.
3. **Review of monthly Expenditure Report** – There were no questions/comments on the January report.
4. **Discusson and possible action on 2020-21 Budget** – Hank Baum made a motion to approved the 2020-21 budget as drafted; Patricia Cymbala seconded the motion. Tim Ryan noted that the amount requested for Operating & Maintenance is the same as the current year (\$35,950); also included for 2020-21 is a capital request for \$5,000 for billboard upgrades. **By unanimous vote, the motion carried.**

**5. Committee remarks**

- Marketing

- Report on February 20 meeting – Patricia Cymbala reviewed the meeting minutes (**copy attached**). Tim Ryan said that a new message “Why Wallingford...Innovation happens here” will appear in upcoming ads which are scheduled to be launched in April and any articles will also include quotes from some of our local businesses such as Hobson Motzer, Allnex and Ulbrich. LinkedIn GeoFencing was discussed with the EDC and guests. It operates on a pay-for-click basis and can be targeted to specific users. Tim mentioned that \$3,000 of 2020-21 Promotional Expenses is budgeted for advertising through LinkedIn. Once the initial allocation has been spent, the Committee will evaluate to determine whether or not to continue using GeoFencing.

- Next meeting: March 23 at 8:30 a.m.

- P&Z Liaison

- Update on committee activities – Joe Mirra briefed the EDC about two recent PZC events –a workshop on the Town Center Zone, IX and I-5 Zones and a public hearing regarding the walkability study for the TOD area in late February.

At the PZC workshop, there was discussion about allowing more office space in the Town Center. WCI and EDC staff were asked to look into how CT towns (similar to Wallingford) with vibrant Town Centers have thrived. Tim Ryan and Liz Landow have contacted CT Main Street for assistance and hope, by Spring, to understand how to create a good mix of retail and office space. Joe Mirra said changes to the IX and I-5 Zones was also discussed. The use of Special Permits was mentioned but Joe expressed concern about overuse of that type of permit. Tim reminded members that it is unlikely that these topics will be considered by the PZC until after the Town Planner returns from maternity leave.

At the Public Hearing for the TOD walkability study concerning the area from Center/Hall to Parker Street, the consultant put forth several options including adding bike lanes to Route 5 and undergrounding the electric lines. The EDC discussed both of these suggestions. Since it is quite expensive to underground power lines, Staff suggested reducing the overall area to better control project cost. **Patricia Cymbala made a motion that the EDC support undergrounding power lines from the Center Street/Hall Avenue intersection to the new train platform, contingent upon getting State money for assistance with this project; Anthony Bracale seconded the motion. By unanimous vote, the motion carried.** Regarding the option of adding or not adding bike lanes on Route 5, **Gary Fappiano made a motion that the EDC support the consultant's option that did not include adding bike lanes along Route 5; Anthony Bracale seconded the motion, adding that bike lanes should be considered on Cherry Street instead. By unanimous vote, the amended motion carried.**



81  
82  
83 • **Retention/Incentives –**

- 84 ➤ Update on committee activities – Since the Committee will not meet until April 3, Gary Fappiano  
85 said there was no report.  
86 ➤ Next meeting: April 3 at 8:30 a.m.

87  
88 6. **Chair's remarks** – Regarding HUBCAP activities, Joe Mirra said another class will soon be graduating from  
89 the latest manufacturing pipeline. Also, HUBCAP will be offering a pipeline (April-May) for healthcare,  
90 manufacturing and hospitality. Joe said a flyer on this latest pipeline will be sent out soon and asked the EDC  
91 to disseminate it to as many people as possible.

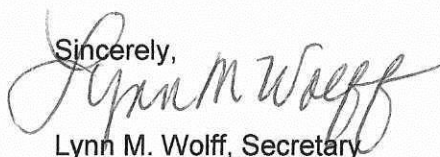
92  
93 7. **Staff report/regional matters – February** – Tim Ryan highlighted a few items from the February staff report  
94 (**copy attached**). Discussions with Town staff and Proton Beam Therapy continue; no issues with PZC or  
95 IWWC are anticipated. EDC staff continues to discuss adaptive reuses for Wallingford vacant buildings. Tim  
96 mentioned an upcoming SIOR meeting on March 26 that will focus on adaptive reuses. He is unable to attend  
97 and asked if any Commissioners could go. Rob Fritz and Joe Mirra expressed interest in attending and will  
98 contact the office once they check their calendars.

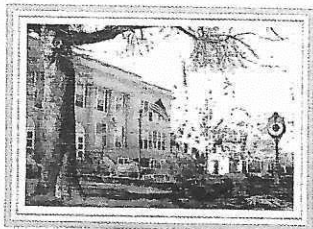
99 The EDC also discussed the former Sears Hardware site; it has now been vacant for five years. Tim said  
100 the broker is actively searching for a tenant but has not been successful to date. Since ShopRite is in this  
101 plaza and has an exclusive on groceries, members discussed the other types of stores that might be interested  
102 in that space. Gary Fappiano said it would be nice to have a hardware store there again; Rob Fritz said that  
103 Hines Hardware in Cheshire is a great mom-and-pop run hardware store and wondered if they would be  
104 interested?  
105

106 8. **Dates to Remember** – Members were asked to note those items on the agenda; Joe Mirra plans to attend the  
107 Budget Workshop on April 7.  
108

109 9. **Other community business** – No report.  
110

111 **There being no further business, Gary Fappiano made a motion to adjourn the meeting at 7:29 p.m.;**  
112 **Anthony Bracale seconded the motion. By unanimous vote, the motion carried.**

113  
114 Sincerely,  
115   
116  
117 Lynn M. Wolff, Secretary  
118  
119



## Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311  
Wallingford, CT 06492

### EDC MARKETING COMMITTEE Special Meeting Minutes Thursday, February 20, 2020

The Marketing Committee special meeting was called to order at 8:35 a.m. by Chair Gingras. Commissioners Cymbala, Chair Gingras, Commissioner Fritz and EDC staff member Ryan were in attendance.

1. Discussion and possible action on January 29, 2020 special meeting minutes - The January 29, 2020 special meeting minutes were approved as presented.
2. Discussion re: Spring promotional campaign - After detailed discussion, it was determined to engage in digital campaigns with the Hartford Business Journal, New Haven Biz and the Fairfield County Business Journal. Allocation amongst the three was left to the discretion of Staff.  
In addition, Staff was asked to speak with Wallingford Magazine about a story highlighting the 2019 EDC accomplishments. Staff was also asked to discuss with Wallingford Magazine about doing a regular feature column called "From the Desk of Joe" that would be used as a means of keeping the general public abreast of EDC happenings.  
Staff was asked to research the feasibility of an ad spend on LinkedIn using their GeoMapping technology.  
It was decided that innovation and location would be the two key message components to our ad campaigns. Staff will pursue getting quotes from several Wallingford key companies to include in these ads.
3. Discussion re: FY2020-21 Budget - Per the Mayor's request, the Marketing Committee has agreed to level-fund the promotional component of the EDC annual budget.
4. Next Meeting - March 23 at 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:30 a.m.

c: Town Clerk  
EDC Staff  
Website

MktgCommSMMin022020



## **ECONOMIC DEVELOPMENT COMMISSION**

### **Staff Report**

February 2019 Activities  
Presented at March EDC meeting

#### **Local Initiatives**

- The Engineering Department held a public workshop to share several scenarios being considered as the core of the Wallingford Pedestrian Connectivity Improvements Study. BSC Group, the contracted engineering firm, presented the scenarios. Engineering, Planning, Grants Administration and Economic Development are partnering on this endeavor to explore options to create a physical connection between the new railroad platform on North Colony Road and our Town Center.
- The Quinnipiac Chamber of Commerce, once again, did a great job in organizing the Mayor's State of the Town event held at Masonicare on 1/30. Radiall, Center Street Brewery, ASG Technologies and Micro Print Shop were invited guests of the EDC and recognized by the Mayor for their commitment to our community
- Staff along with members of the Town Planners office met with the development team for the to-be-built Proton Beam Therapy Center on Northrop Rd. This preliminary meeting was held to introduce the client to the facets of the local approval process. This \$72MM project remains a significant opportunity for our Town and the region as this cutting edge cancer treatment is not presently available in CT

#### **Creating Opportunities**

- Staff was invited to address an Executive Orientation Class organized by the Greater New Haven Chamber of Commerce. Economic development values and processes were discussed as this group of entrepreneurs and business executives prepare paths for business growth
- Visited with a company looking to expand parking to accommodate growth. Subsequent meeting was held with the Town Planner to explore solutions
- Staff toured 135 North Plains Industrial Road and 3 Sterling Dr with the broker to brainstorm about highest and best use for these vacant sites.

#### **Marketing**

- Our spring promotional campaign will be launching soon and will run through early June. In addition to electronic advertising in the Hartford Business Journal's "News @ Noon" and New Haven Biz's electronic channels, we will be reaching into Fairfield and Westchester Counties via print and electronic messaging with the Fairfield Country Business Journal and Westchester County Business Journal. We are engaged in determining whether advertising with LinkedIn using their geo fencing tactic is a worthwhile investment
- Our spring ad campaign messaging will revolve around the tag line; *Why Wallingford...because innovation happens here!* We will highlight several companies located here to drive a "credible source" message. Secondary messages include low cost/reliable power and workforce access
- Technology resources from our Board of Education will design our Wallingford Trivia Game. June 24, 2020 has been designated as "Business Day" by the 350<sup>th</sup> Celebration Committee. The Marketing Committee is creating a Made in Wallingford Trivia Game aimed at informing all residents about the many notable products made in our Town.

#### **Trade Shows**

- None scheduled

**Website Page Views** – February Unique Page Views – 220 (1/30-2/26)

#### **Update on Town Center**

- As an update to the discussion held last month regarding the leasing challenges in the Town Center, Executive Director of WCI and staff met with CT Main Street Center in Hartford; it was suggested that vacant store windows be painted with a common logo (gazebo?) and catchy phrase (same on all vacant windows) and then add personalized contact information for a given space. SPLAT Art Studio has agreed to do the painting and the owner of the Sprafke's building would like to be the first to have their window painted. Ideas for the "catchy phrase" are being vetted.
- Changes to the Town Center include: Hit or Miss Pawn Shop relocated in January to 130 South Colony Road and in February, Cindy's Unique Shop expanded and moved to 65 North Colony Road; Allstate Insurance opened a new business at 186 Center Street; and Anna V. Salon expanded its business and moved to 42 Center Street.

### Miscellaneous

- Staff appeared on the Citizen Mike Show on 2/19. The show can be found on YouTube
- The Boston-based broker for the old Sears Hardware site (Shop Rite plaza) has had no success in attracting a tenant. The store has been vacant for almost 5 years and is now the longest vacancy he's experienced in his 30 years in commercial real estate

### In the News

- *Bank building sold downtown...*RJ, 2/1...New owner seeking a variance to open a holistic health center at 100 Center Street
- *Revaluation underway, Wallingford grand list grows...*RJ, 2/8...The town's 2019 taxable grand list increased by 1.01 percent; and the town is currently performing the decennial revaluation of every parcel of real estate in town.
- *Dealership to use Route 5 property for vehicle storage...*RJ, 2/12...The PZC granted a special permit to Executive Auto Group owner John Orsini which will allow storage of up to 120 vehicles at 1254 South Broad Street, a former Servpro location.
- *Sweet Cioccolata shop expanding...*RJ, 2/17...Sweet Cioccolata plans to double its size and add more items to the shelves in time for Easter by moving a few doors away into the space formerly home to Cindy's Unique Shop (which moved across the street in January)

### New & Expanding Businesses (December 2019 and January 2020)

#### December New

- Bangarang...71 North Turnpike Road, D
- Ocean Nails Spa...970 North Colony Road, B1
- Radiall USA...777 Northrop Road
- The Soccer Box of CT...950 Yale Avenue, #11
- Wallingford Discount Wine & Spirits...71 North Turnpike Road, 1

#### December Expanded

- Abrasive Finishing Industries...395 Washington Street
- CED-Greentech...34 Barnes Industrial Road South
- Ferraro Fitness & Nutrition...340 Quinpiac Street, 24
- Pauway Corporation...63 North Cherry Street
- Ross Mobile Productions...228 North Plains Industrial Road

#### January New

- Facility Support Services...121 North Plains Industrial Rd, F
- One Stop Mart...68 North Turnpike Road, A
- One Stop Wings...68 North Turnpike Road, B

#### January Relocated

- Hit or Miss Pawn & Exchange...130 South Colony Road

### Results of EDC Marketing Activities

Advertising	1
Brokers/Site Consultants	4
Direct Contact	4
State/CERC/Chamber/REX	0
Trade Shows	0
Business Assistance	0
Total	9

Respectfully,

Tim Ryan