



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

October 1, 2020

TO: Members of the Economic Development Commission

FROM: Tim Ryan, Economic Development Specialist 

SUBJECT: Regular Meeting Agenda – Monday, October 5, 2020, 6:30 p.m., Room 315, Town Hall

SOCIAL DISTANCING PRECAUTIONS, INCLUDING WEARING OF MASKS, IN EFFECT

1. Pledge of Allegiance
2. Discussion and possible action on Regular Meeting Minutes dated August 31, 2020 **(Attach.) (VOTE)**
3. Review of monthly Expenditure Report **(Attach.)**
4. Committee remarks
 - Marketing
 - Update on Oct. 5 committee meeting
 - **Next meeting:**
 - P&Z Liaison
 - Update on committee activities
 - Discussion and possible action on 100 Center Street **(VOTE)**
 - **Next meeting:**
 - Retention/Incentives
 - Update on committee activities
 - **Next meeting:**
5. Chair's remarks
6. Staff report/regional matters – September **(To be distributed before/at meeting)**
7. Other community business

Dates to Remember:

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

Nov. 2 - EDC Spec. Mtg, 6:30 @ HUBCAP

ec: EDC Members
Town Council (via T. Clerk)
Tom Talbot, P&Z
Maribel Carrion, QCC
Jessica Wysocki

WCI
NH Reg., Htfd. Courant, R-J
GovMedia
Website

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**Economic Development Commission
Regular Meeting Minutes
August 31, 2020**

Present:

Joe Mirra, Chair
Mark Gingras, Vice-Chair
Hank Baum, Commissioner
Patricia Cymbala, Commissioner *
Gary Fappiano, Commissioner
Rosemarie Preneta, Commissioner
Jim Wolfe, Commissioner – Attended via telephone
Anthony Bracale, Alternate
Rob Fritz, Alternate

Others Present:

Tim Ryan, Economic Development Specialist
Lynn Wolff, Secretary
Jessica Wysocki

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 EDC in the Pledge of Allegiance.
2. **Discussion and Possible Action on Special Meeting Minutes dated June 22, 2020** – Jim Wolfe made a motion to approve the minutes as drafted; Rosemarie Preneta seconded the motion. By a unanimous vote, the motion carried.

* Patricia Cymbala arrived at 6:35 p.m.

3. **Review of monthly Expenditure Report** – No report.

4. **Committee remarks**

- Marketing
 - Update on committee activities – Mark Gingras briefly talked about items discussed at the last Committee meeting. Some promotional items were purchased, including pencils and additional USB business cards (loaded with the two Wallingford videos). Tim Ryan explained that work on a digital marketing campaign with Quinnipiac University (QU)

students is underway, although moving more slowly than hoped. Only one student applying thus far but colleges are starting slowly. The team from QU would be made up of 2 grad students, 2 seniors and 2 juniors; these students will be paid to build, manage and drive a digital campaign aimed at businesses inside and outside CT. Tim hopes to start by the end of September. Jim Wolfe asked if the campaign will look at any particular area. Tim said the campaign will focus more on business categories rather than geography. Anthony Bracale said that there are a lot of businesses leaving New York so that might be a good area to target.

➤ Next meeting: None scheduled

- P&Z Liaison

➤ Update on committee activities – Jim Wolfe reported he took part in a PZC workshop concerning the uses in the I-5 and IX Zones. Tim Ryan briefly recapped a meeting with the Mayor and other Town officials. The Mayor said that we need to be consistent with uses in a watershed, regardless of what zone they're in and asked Kacie Hand, Town Planner, to work with Neil Amwake (Water) to develop watershed regulations. Jim said Tim just forwarded a draft version of watershed regulations prepared by Kacie. Joe Mirra feels we should push to resolve this issue – it's been in the works for over 25 years. Tim said another workshop might be helpful and will call the PZC Chair to see about scheduling the workshop.

➤ Next meeting: None scheduled

- Retention/Incentives –

➤ Report on August 27 meeting – Gary Fappiano briefed the Commission on their meeting. He said several of the incentive plans are set to expire in September and asked the EDC to approve extending these incentives. Tim Ryan said, to the best of his knowledge, we have not lost one opportunity due to inadequate incentive programs. He feels strongly that they should be kept active. If the programs lapse, it would likely take several months to get new incentive programs through the approval process. These incentives are a stepping off point for discussion with interested companies. Our low electric rates and low mill rate are worth a lot to companies right now and are a built-in incentive. Members discussed how best to promote the incentives, perhaps through an article. Mark Gingras suggested that the Marketing Committee discuss how best to market the incentives; members agreed. Staff will discuss this with the Mayor and get the incentive program renewals on the Council agenda. **Mark Gingras made a motion to renew the incentive programs expiring in September; Gary Fappiano seconded the motion. By unanimous vote, the motion carried.**

➤ Next meeting: October 29 at 9 a.m.

80
81 **5. Chair's remarks** – Joe Mirra wondered if the EDC should try to get guest speakers from, for example,
82 Advance CT (CERC), the BOE, SIOR as well as WCI and the QCC (both of which are undergoing
83 leadership changes). The EDC agreed this idea had value and Tim Ryan said he will contact Advance CT
84 to see if there is interest in speaking at an EDC meeting. If a speaker is scheduled, Joe suggested
85 starting our meeting at 6 p.m. to accommodate the guest speaker; the EDC agreed.

86 Joe updated the EDC on HUBCAP pipelines, which include a CNA pipeline as well as a new
87 Exploratory Pipeline, which introduces people to many different careers. If the Exploratory Pipeline is
88 successful, Joe hopes to run it again in March and May and to focus the program towards high school
89 students. He thanked all the EDC Commissioners who have helped with the pipelines.

90
91 **6. Staff report/regional matters – June, July and August** – Tim reviewed this combined staff report (*copy*
92 *attached*). Items of note included: a new Amazon distribution facility; MRC Global's relocation to
93 Wallingford; expanded uses in the I-5 Zone; the Town Center property inventory (kept at WCI); the new
94 owner of the site on the corner of South Colony and Quinnipiac Streets; the STEAP grant application by
95 the Town for the old Brother's Restaurant site; and the businesses that are new/expanded/relocated to
96 Town. He also updated the EDC on discussions regarding the vacated Allegheny Ludlum site at 80 Valley
97 Street.

98
99 **7. Other community business** – Joe Mirra thanked Mark Gingras and the team who worked on the
100 downtown garden – it looks great.

101
102 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:50 p.m.;**
103 **Patricia Cymbala seconded the motion. By unanimous vote, the motion carried.**

104
105 Sincerely,

106 
107
108
109
110
111 Lynn M. Wolff, Secretary

10/01/2020 11:34
jbowes

Town of Wallingford
EXPS THRU 9/30/2020



Town of Wallingford, Connecticut

P 1
glytdbud

FOR 2021 03

	ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
100 GENERAL FUND							
1105 ECONOMIC DEVELOPMENT COMMISSIO							
10011050 51000 REGULAR SALARIES	65,722	0	65,722	13,869.13	.00	51,852.87	21.1%
10011050 55110 TRANSPORTATION R	1,500	0	1,500	.00	.00	1,500.00	.0%
10011050 55405 PROMOTIONAL EXPE	29,050	0	29,050	1,600.00	.00	27,450.00	5.5%
10011050 56100 OFFICE EXPENSES	2,000	0	2,000	96.00	600.00	1,304.00	34.8%
10011050 57000 00956 BILLBOARD U	5,000	0	5,000	.00	.00	5,000.00	.0%
10011050 58810 DUES AND FEES	3,400	0	3,400	1,000.00	.00	2,400.00	29.4%
TOTAL ECONOMIC DEVELOPMENT COMMISSIO	106,672	0	106,672	16,565.13	600.00	89,506.87	16.1%
TOTAL GENERAL FUND	106,672	0	106,672	16,565.13	600.00	89,506.87	16.1%
TOTAL EXPENSES	106,672	0	106,672	16,565.13	600.00	89,506.87	16.1%
GRAND TOTAL	106,672	0	106,672	16,565.13	600.00	89,506.87	16.1%

** END OF REPORT - Generated by James Bowes **

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