

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

March 31, 2021

TO: Members of the Economic Development Commission  
FROM: Tim Ryan, Economic Development Specialist   
SUBJECT: Regular **VIRTUAL** Meeting Agenda – Monday, April 5, 2021, 6:30 p.m.

Link to meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/608700909>

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

**Access Code:** 608-700-909

1. Pledge of Allegiance
2. Presentation by Dr. Menzo, Wallingford Supt. of Schools – Educational and Business Interface Update
3. Discussion/possible action on Regular Virtual Meeting Minutes dated March 1, 2021 **(Attach.) (VOTE)**
4. Review of monthly Expenditure Report **(Attach.)**
5. Committee remarks
  - Marketing
    - Update on committee activities
    - **Next meeting:** April 12, 8:00 am
  - P&Z Liaison
    - Update on committee activities
    - **Next meeting:**
  - Retention/Incentives
    - Update on committee activities
    - **Next meeting:**
6. Staff report/regional matters – March **(Attach.)**
7. Chair's remarks
8. Discussion and possible action on Support for Simpson Court outdoor dining
9. Other community business

**Dates to Remember:**

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

**April 12** – Mktg Comm, 8:00 am  
**April 20** - TC Budget Hrg, 6:30 pm  
**May 3** - EDC Reg. Virtual Mtg, 6:30 pm

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

Dr. Menzo, Wlfd Sup.Sch

*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.*

EDCRVMAq040521

tel: (203) 294-2062 • fax: (203) 294-2073 • [edc@wallingfordct.gov](mailto:edc@wallingfordct.gov) • [Plugin2Wallingford.com](http://Plugin2Wallingford.com)

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**Economic Development Commission  
Regular Virtual Meeting Minutes  
March 1, 2021**

**Present:** Joe Mirra, Chair  
Hank Baum, Commissioner  
Patricia Cymbala, Commissioner  
Mark Gingras, Vice-Chair (via telephone) \*  
Rosemarie Preneta, Commissioner  
Jim Wolfe, Commissioner  
Anthony Bracale, Alternate  
Rob Fritz, Alternate \*

**Absent:** Gary Fappiano, Commissioner

**Others Present:** Tim Ryan, Economic Development Specialist  
Lynn Wolff, Secretary  
Catherine Donegan, Secretary  
Kathy Lilley, Exec. Dir., WCI

Chair Joe Mirra called the regular virtual meeting of the Economic Development Commission to order at 6:31 p.m. Chair Mirra explained how the EDC would conduct the virtual meeting.

1. **Pledge of Allegiance** – Chair Mirra led the EDC in the Pledge of Allegiance.

2. **Discussion and Possible Action on Regular Virtual Meeting Minutes dated February 1, 2021** –

**Jim Wolfe made a motion to approve the minutes as drafted; <sup>Rosemarie Preneta</sup> Rob Fritz seconded the motion.**  
Tim Ryan itemized some changes needed: Line 48: add “CT” after “New England”; Line 50: change “Site” to “Sales”; Line 53: change “...will we be” to... “,,,we won’t be...”; Line 71: add “went” after “meeting”; Line 108: change “Park” to “Parkway”. **By a unanimous vote, the motion to accept the minutes with those revisions carried.**

3. **Review of monthly Expenditure Report** – Jim Wolfe asked if we might be able to use any current funds, either from anticipated unspent marketing funds or from the money budgeted for a Consultant, to hire a firm to study the watershed area. Tim Ryan said only a portion of the \$29,000 Promotional funds budgeted for this fiscal year will not be spent. The money for the Consultant was specifically Rob Fritz joined the meeting at 6:38 p.m.

44 allocated to study access to the two sites behind the Hilton Gardens and will expire June 30.  
45 However, given marketing activity on both sites, we should let the private sector take it from here.  
46 It's OK that these funds expire. Regarding potential expanded uses in the I-5 Zone, we all agree the  
47 Town should hire a firm that specializes in responsible development in watershed areas. The Mayor  
48 has stated that there should be action with this by the end of March.

49 Mark Gingras joined the meeting by telephone at 6:43 p.m.

50

#### 51 **4. Committee remarks**

##### 52 • **Marketing**

53 ➤ **Update on committee activities** – Mark Gingras reported that, after the last meeting  
54 with the QU Student Marketing Team (SMT), things are moving quickly. The revised  
55 EDC landing page is active and, except for a few tweaks, the Committee is pleased  
56 with the results. LinkedIn has launched and other social media channels will soon be  
57 active. Facebook is on hold pending further review. Mark said that a good database  
58 is essential for these social media campaigns and asked Commissioners to send Tim  
59 Ryan any lists that they feel might be useful. The SMT and Committee are now  
60 working on refining how to measure the success of these campaigns. As the school  
61 year comes to a close, the SMT will lose two students but feels the remaining five will  
62 be able to finish work on this marketing program. Tim added that since the last  
63 Committee meeting, Instagram and email marketing are now active. Whether or not  
64 to utilize Facebook is still under consideration. Joe also complimented the Committee  
65 on all their hard work in getting this new marketing program up and running; Mark  
66 said much of the credit should be given to the QU SMT, their Professor and Tim  
67 Ryan, as they did the majority of the work.

68 ➤ **Next meeting:** None scheduled.

##### 69 • **P&Z Liaison**

70 ➤ **Update on committee activities** – Jim Wolfe said there was nothing to report.  
71 Projects the Committee has interest in are on hold.

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

##### 73 • **Retention/Incentives**

74 ➤ **Report on committee activities** – Rosemarie Preneta said the Committee cancelled  
75 the meeting scheduled for the end of February and, therefore, had nothing to report.

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

77

78 **5. Chair's remarks** – Joe Mirra discussed unemployment information he emailed the EDC as well as  
79 an upcoming pipeline. This pipeline, as discussed last month, will hopefully become a feeder source

80 for other planned pipelines. He asked that anyone interested in being a speaker or sponsor contact  
81 him. Tim Ryan mentioned that advertising this using our new Social Media channels would be ideal  
82 but we need to develop the audience. Joe said he has developed a list through HUBCAP for the  
83 pipelines – maybe it could be added to the database for the new Social Media channels.

84 Joe asked Tim to lead the discussion on the 2021-22 budget. Tim said the budget meeting with  
85 the Mayor is tomorrow, March 2. As the Mayor had instructed departments to submit budgets with  
86 no increase; the EDC has drafted its budget accordingly. The bottom line is slightly higher because  
87 it include funds to hire a part-time person for the EDC office (Tim plans to reduce his hours and the  
88 remaining funds will be allocated for a new part-timer). Some of the duties currently handled by the  
89 secretary and Tim, such as monthly calls regarding new/expanding/relocating businesses will be  
90 assigned to the new hire; that person will also work with the Social Media portion of the new  
91 marketing campaign. The part-time position was approved last year but hiring was put on hold, at  
92 Tim's request, due to COVID. **Mark Gingras made a motion to accept the budget of \$119,107,  
93 as presented; Rosemarie Preneta seconded the motion. By unanimous vote, the motion  
94 carried.**

95  
96 **6. Staff report/regional matters – February report** – Tim reviewed this staff report (*copy attached*)  
97 and the following items were noted:

- 98 ➤ The Engineering and Purchasing Departments are preparing RFPs for the Simpson Court  
99 and Wallace Avenue parking lot projects with the improvements scheduled to be completed  
100 by late spring/early summer.
- 101 ➤ The Proton Beam Therapy Center project is progressing on schedule; the development team  
102 is scheduled to meet with Building, Fire and Utilities officials in early March.
- 103 ➤ The Amazon application for a facility at 5 Research Parkway is still progressing but hasn't  
104 been scheduled for another IWWC meeting yet.
- 105 ➤ CT DEEP has launched the *Client Concierge Service*, designed to help guide applicants  
106 through the environmental permitting and review process. Staff reached out to DEEP and  
107 DECD to extend our appreciation for this effort.
- 108 ➤ WCI has organized the 1<sup>st</sup> Annual Winter Wallingford Restaurant Week, March 4-14,  
109 involving restaurants throughout Wallingford. The WCI web site has details.
- 110 ➤ A local businessman plans to develop vacant land into industrial parks along Northrop Road.  
111 The Town needs to consider how traffic will be affected. The Engineering Department has  
112 applied for a grant to do an engineering study of that area.
- 113 ➤ Highlighting some of the new/expanding/relocating businesses as of the end of 2020 -- HD  
114 Segur Insurance, 10 Research Parkway, is a good size operation (approx. 70 employees)  
115 and MRC Global is a good fit for the Town as well.

116 Regarding the businessman planning to develop along Northrop Road, Jim Wolfe said that when  
117 the auto auction was considering a site in that area, they might have prepared an engineering  
118 study as part of the application process. *Tim said he will look for that, either in our files or in*  
119 *Engineering's files.*

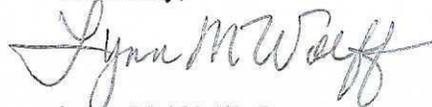
120 Joe Mirra mentioned that the next "From the Desk of Joe" column will focus on the EDC  
121 and its mission. He'd appreciate feedback from the Commission, once the article is published in  
122 *Wallingford Magazine.*

123  
124 **7. Other community business** – Tim Ryan thanked the secretary, who is scheduled to retire at the  
125 end of this week, for all that she has done over the past 30 years which he estimated included  
126 around 300 meetings. The secretary thanked everyone and said she has enjoyed working for the  
127 EDC and Tim Ryan.

128 Rosemarie Preneta asked about the 7-11 proposed for the site by Sonic. Tim said the  
129 application was approved by IWWC but hasn't gone through PZC yet, since that Commission is  
130 waiting to hear back regarding a traffic report before considering the application. Rosemarie also  
131 asked about the Wells Fargo building – any interest yet? Tim said he has had some inquiries. The  
132 branch scheduled to close mid-May; after that, we wait to see how quickly they list it.

133  
134 **There being no further business, Jim Wolfe made a motion to adjourn the meeting at 7:24 p.m.;**  
135 **Patricia Cymbala seconded the motion. By unanimous vote, the motion carried.**

136  
137 Sincerely,

138 

139  
140 Lynn M. Wolff, Secretary  
141  
142  
143  
144

OK 3/8

03/05/2021 16:48  
kcharest

Town of Wallingford  
EXPENDITURES THROUGH 02/28/21

P 1  
glytdbud

FOR 2021 08

	ORIGINAL APPROP	TRANSFRS/ADJUSTMNTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1105 ECONOMIC DEVELOPMENT COMMISSIO							
51000 REGULAR SALARIES & WAGES	65,722	0	65,722	41,355.22	.00	24,366.78	62.9%
55110 TRANSPORTATION REIMBURSEMENT	1,500	0	1,500	142.40	.00	1,357.60	9.5%
55405 PROMOTIONAL EXPENSES	29,050	0	29,050	8,248.00	5,652.00	15,150.00	47.8%
56100 OFFICE EXPENSES & SUPPLIES	2,000	0	2,000	857.43	285.86	856.71	57.2%
57000 CAPITAL EXPENDITURE	5,000	0	5,000	.00	.00	5,000.00	.0%
58810 DUES AND FEES	3,400	0	3,400	1,170.21	.00	2,229.79	34.4%
TOTAL ECONOMIC DEVELOPMENT COMMISSIO	106,672	0	106,672	51,773.26	5,937.86	48,960.88	54.1%
GRAND TOTAL	106,672	0	106,672	51,773.26	5,937.86	48,960.88	54.1%

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

RECEIVED  
MAR - 8 2021  
PROGRAM PLANNING

#4

**ECONOMIC DEVELOPMENT COMMISSION**  
**Staff Report**  
March 2021 Activities  
Presented at April 2021 EDC meeting

**Local Initiatives**

- Bids have been opened for the parking lot project behind Simpson Court. The project will be awarded shortly and the improvements are scheduled to be completed by late spring or early summer. The updates of the Wallace Ave parking lots will be done by our Public Works Department and are scheduled for completion by end of summer
- Public Works is waiting for the STEAP Grant “execution agreement” from the State to begin work on the parking lot at the corner of Hall Ave and North Cherry St
- A meeting was held with The Proton Beam Therapy Center project team and Town departments to review building plans and schedules. We expect ground to be broken in June. It will be roughly two years before the first patient is treated
- Wallingford will receive funds (estimated to be \$4.4million) via The American Rescue Plan...the \$1.1trillion stimulus plan. The Mayor has requested that this office formulate a mechanism to determine eligibility and application for the funds as much of the relief funding is targeted towards businesses that have been negatively impacted by the COVID crisis
- No progress in discussions regarding expanded uses in the I-5 Zone.
- Montante Construction, on behalf of Amazon, is on the agenda for plan review at IWWC’s 4/7 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 their November 2020 meeting

**Creating Opportunities**

- The Mayor and Town officials support outdoor dining in Simpson Court via cordoning off parking spaces as was done last year. The blocks used last year have been repurposed by the Department of Public Works. The cost of said barriers is \$2,000. In the event Public Works cannot fund the purchase of the blocks from their budget, I recommend we do so from our EDC budget
- WCI’s Executive Director reports that all businesses in Simpson Court showed support for using the 8 parking spaces for the extension of outdoor dining as was done last year. Public Works will install the barriers that frame in the outdoor dining area
- CTrail representatives and Town officials are meeting on 4/7 to discuss decibel level tests and horn frequency at the Hall Ave and Quinnipiac St crossings
- 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 Instagram channel has been launched and joins activity in our LinkedIn and email marketing channels. We agreed that judicious use of Facebook could be beneficial and will do so when appropriate. Audience development across all channels is a priority. Some minor tweaks to our website are being finalized

**Trade Shows**

- None scheduled

**Update on Town Center Provided by WCI Executive Director**

- WCI will participate in the Adopt-A-Road clean-up program to address Town Center parking lots
- New Wallingford Center Bingo program will start in April and run for two months. This initiative is designed to increase business activity. Details are on WCI’s website
- The 1st Annual Winter Wallingford Restaurant Week took place March 4-14 and involved 24restaurants from throughout Wallingford. Feedback was very positive with restaurants reporting record breaking weeks. Restaurants have asked for another Restaurant Week later this year

**Miscellaneous**

- The Mayor showed support of our 2021-2022 budget as presented. A public hearing on the entire Town budget is scheduled for 4/12. Our EDC budget presentation to the Council is scheduled for 4/20
- Please join me in welcoming Stacey Hoppes, program planning secretary, to our EDC team
- We bid a very fond farewell along with best wishes to Lynn Wolfe as she is now officially retired

**In the News**

- *National retailer expanding to CT pandemic, opening Wallingford showroom...*Hearst CT Media, 3/4...Window Nation will be opening a showroom at 1070 North Farms Road
- *Bowling Alley sold to auto dealer...*R-J, 3/6...Two local auto dealerships purchased 600 S. Colony Road
- *Hockey, golf training business leases Wallingford space...*New Haven Biz, 3/12...Cutting Edge Training Center, LLC is leasing a 3,000 sq. ft. unit at 65 S. Turnpike Road. They plan on operating a synthetic hockey skating and golf training facility, and hope to be ready to open this summer
- *New restaurant, grocery are seeing opportunity in downtown Wallingford...*R-J, 3/15...New restaurant, J. Carvers, at 179 Center St. and Corner Market, 156B Center St., opened in mid-March
- *Chamber's new head starts on the job...*R-J, 3/17...Ray Andrewsen is the new executive director of the Quinnipiac Chamber of Commerce as of Monday, March 15
- *New England Cider Co. to resume in house service, expand menu options...*R-J, 3/19...resuming in house service soon, adding a food menu (pizza and charcuterie boards) and outdoor dining at 110 N. Plains Industrial Road
- *Wallingford's Incredible Edibles opens first CBD market location in Glastonbury...*HBJ, 3/22...On March 27 there will be a grand opening of his Glastonbury-based Incredible Edibles store, a new health, organic food and beverage featuring CBD-infused products
- *Gaylord Specialty Healthcare Launches Research Institute...*Wallingford Mag., Winter 2021...Dr. George Milne Jr. and his wife, Carol, have made a \$5million gift to Gaylord Specialty Healthcare for the creation of the Milne Institute for Healthcare Innovation
- *Food truck serving Jamaican food coming to Route 5 Plaza...*R-J, 3/25...Jerk Fusion plans a soft opening on April 7 in the Wallingford Commons Plaza on Route 5

**New & Expanding Businesses (January 2021)**

**New**

- Bite the Bullet Gems...Homebased business
- The Mason Jar...549 Center St.
- Miracle Ear... 1251 S. Broad St.
- Wallingford Nutrition Spot, LLC...314 Main St., 8

**Relocated**

- Midstate Paving...400 Washington St., B-1

**Results of EDC Marketing Activities**

Advertising	0
Brokers/Site Consultants	1
Direct Contact	8
State/CERC/Chamber/REX	1
Trade Shows	0
Business Assistance	1
Total	11

Respectfully,

  
Tim Ryan