

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

October 17, 2023

TO: Members of the Economic Development Commission
FROM: Stacey Hoppes, EDC Secretary
SUBJECT: Regular Meeting Agenda – Monday, October 23, 2023 @ 6:30 p.m.
LOCATION: Town Hall, Room 315
45 South Main Street
Wallingford, CT 06492

1. Pledge of Allegiance
2. Discussion on Regular Meeting Minutes dated September 25, 2023 (**attach.**)
3. Review of Monthly Expenditure Reports – July 2023 & August 2023 (**attach.**)
4. Update and discuss: Historic Railroad Station Re-Use Project
5. Update and discuss: Sign Regulations
6. Committee remarks
 - Marketing, Retention & Incentives
 - Update on committee activities
 - **Next meeting:**
 - P&Z Liaison
 - Update on committee activities
 - **Next meeting:**
7. Staff report/regional matters
 - SCRCOG Housing Working Group: Mixed-Income Housing Tour – October 25, 2023
(Milford/Branford/Wallingford) attending: Town Planner, K. Pagini & ED Specialist, D. Crouch
8. Chair's remarks
9. Other community business (**vote**)

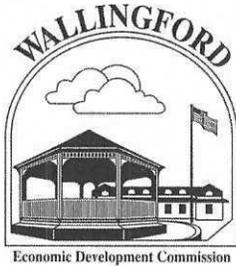
Dates to Remember:

10/24 Town Council Meeting (EDC item)
11/13 PZC Meeting

c: Mayor's Office, Town Clerk's Office (for posting)
ec: EDC Members Maribel Carrion, QCC NH Reg., Htfd. Courant, R-J
Town Council (via T. Clerk) Ray Andrews, QCC Website Rosemarie Preneta
Kevin Pagini, P&Z GovMedia Jessica Wysocki Bill Comerford

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.

EDCRMAg102323Dr



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

Economic Development Commission
Regular Meeting Minutes
September 25, 2023

- Present:** Joe Mirra, Commissioner
Mark Gingras, Vice Chair
Hank Baum, Commissioner
Anthony Bracale, Commissioner
Tim Ryan, Commissioner
Rob Fritz, Commissioner
Patty Powers, Alternate
Gary Fappiano, Alternate
Don Crouch, ED Specialist
- Guest:** Rajan Doering, resident
- Absent:** Jim Wolfe, Commissioner
Patricia Cymbala, Alternate

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 June 26, 2023** – Mark Gingras made a motion to approve the minutes as presented. Hank Baum seconded the motion. The minutes were unanimously approved.
3. **Review of Monthly Expenditure Reports – June 2023** – Ryan asked if this was the close of FY 2022-2023, and were any monies carried over to the FY 2023-24. Secretary Hoppes stated that yes it is the last expenditure report for the FY2022-23, and that the only monies carried over were the Capital Account used for the billboards with a balance of \$1,265.
4. **Discussion: Incentive Programs** – Staff Crouch gave an update on the status of the Incentive Programs. Staff worked on the Incentive Programs with the EDC Retention Incentives Committee, EDC Marketing Committee, Town Assessor and the Law Department. Agreements and applications were created for each Incentive Program. Language regarding updates to town zones are included in the new drafts. The Incentive Programs are being presented to the Town Council on September 26th. The Incentive Programs packet has been distributed to the Mayor and Town Council through the Town Clerk's office.
5. **Discussion: Historic Railroad Station Re-Use Project** - Mirra updated that the EDC, along with the Mayor has had recent meetings with a developer that has a possible plan for the historic railroad station. After a number of meetings and discussions, they agreed to bring the

51 proposed project to Town Council. The initial presentation to Town Council is to update the
52 councilors on the re-use of the building, and get their feedback. Mirra will have more updates
53 for the EDC after the Town Council September 26th meeting.

- 54 • Commissioner Ryan addressed the email received by Tammy Raccio, Board of
55 Education that suggests BOE was not aware of the possible relocation of Adult
56 Education due to the re-use project. Ryan, former ED Specialist, gave a background of
57 his numerous conversations with the former Superintendent Sal Menzo, the current
58 Superintendent Danielle Bellizzi, former Adult Education Director Sashi Govin, and had
59 a meeting with the Adult Education staff in a workshop format. Chair Mirra stated that
60 he has also had conversations with Danielle Bellizzi, as well as, the new Director of
61 Adult Ed., Anthony Mangiafico. Mirra and Crouch have toured the historic railroad
62 station with prospective developers. Crouch talked with Superintendent Bellizzi today,
63 the conversation went well. They discussed timeframe, and Bellizzi requested that if a
64 project were to move forward to inform her so she can prepare a relocation budget.
65 Crouch and Mirra intend to keep Superintendent Bellizzi and Director Mangiafico
66 updated with any progress for the re-use project.

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68 6. **Discussion: Sign Regulations** – Crouch informed the Commission that the Planning and
69 Zoning staff is working to create drafts for new sign regulations. More updates to follow.

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71 7. **Discussion: Tracy Zone (T-30)** – Mirra suggested looking into creating an incentive program
72 for this zone. He suggested getting the Incentives Committee together with the Planning and
73 Zoning department for a discussion. Gingras suggested having a meeting of the businesses in
74 the area to get their feedback. He requested to add this item to the next Marketing Committee
75 meeting. Ryan stated that there would need to be an objective and that the area is not too
76 vacant. Fritz brought up the new electric taxi plane program that is being discussed for Meriden
77 Markham Airport. This could be a great area for creating opportunities for ancillary businesses
78 that support the electric taxi program.

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80 8. **Discussion: Canva Teams** – Crouch reviewed the benefits of using Canva for the EDC digital
81 marketing initiatives. Canva is an up-scaled Photoshop at a reasonable cost of \$300/year for
82 five (5) licenses/users. **Gingras made a motion to allocate \$300 out of the Promotional
83 Account for the purchase of Canva Teams. Powers seconded the motion. Motion passed
84 unanimously.**

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86 9. **Discussion: EDC Committee Structure** – Crouch asked if the commission would be open to
87 combining the Retention Incentives Committee and the Marketing Committee. The
88 commissioners discussed the original intent of each of these committees. Ryan stated that
89 companies are not looking for incentives as much as they used to. There was a brief discussion
90 regarding the change to personal property tax laws for manufacturing back in 2006. Fappiano
91 mentioned that they could always create sub-committees for specific tasks, like organizing
92 company visits that could be held in smaller groups. Bracale asked if there are any company
93 visit scheduled for this year. Mirra stated that staff is trying to schedule one for October. Crouch
94 stated that once the new administration is in place the company visits will resume. **Powers
95 made a motion to combine the Retention Incentives Committee with the Marketing
96 Committee, going forward it will be the Marketing, Retention and Incentives Committee.
97 Bracale seconded the motion. Motion passed unanimously.**

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10. Committee Remarks

- **Marketing Committee** – Chair Gingras updated that the Marketing Committee had a special meeting on September 14, 2023 to give an update and review the presentation for the proposed project for the Historic Railroad Station Re-use Project.
 - There was a special meeting on September 21, 2023. Gingras updated the CGI Digital was scheduled for filming in September, but has been postponed due to inclement weather. New filming dates are October 10th, 11th, and 12th. The committee has decided to continue the conversation about a CRM in November. There was a discussion regarding an essay opportunity for Wallingford's graduating high school seniors, this discussion will continue at the November meeting.
 - Powers informed the commission of the HUBCAP Manufacturing Day event on October 13th from 10am -4:30pm. Paul Lavioe, DECD will be the guest speaker at 1:00pm. Powers requested a donation from the EDC to assist in the promotion of the event. **Bracale made a motion to allocate \$500 from our promotional account for the HUBCAP Manufacturing Day event. Fritz seconded the motion. Motion passed unanimously.**
 - **Next Meeting:** No meeting scheduled (Next meeting will be the Marketing, Retention and Incentives Committee)
- **Retention Incentives Committee** – Powers informed the commission that her and Crouch will be presenting the new drafts of the Incentive Programs to the Town Council on September 26th for adoption and renewal.
 - **Next Meeting:** No meeting scheduled
- **P&Z Liaison** – Baum updated that the PZC will be voting on the text changes to the Warehousing regulations and removal of the Warehousing Moratorium at their October 11th meeting. Crouch stated that there have been some revisions to the height requirements and the setbacks. He stated that the moratorium should end. Ryan asked if there were any other updates that are substantial. Crouch stated that the regulations do not allow high-cube, e-commerce warehousing in any zones. The EDC encourages that this use be allowed through special permit. Secretary Hoppes will forward the minutes from the PZC special meeting on August 29th and the updated draft of the regulations for review.
 - **Next Meeting:** No meeting scheduled

11. Staff Report/regional matters –

- DECD marketing company, Cronin & Co. is offering a Small Business Boost Fund opportunity. Wallingford is on the list of towns to promote the opportunity to their small businesses. The funding opportunity focuses on walkable areas of town and Route 5. HUBCAP is hosting a Coffee and Connections event on October 12th at 7:30am. The guest speaker will be promoting this funding opportunity.
- Project discussions on the parcel next to Sonic is on hold for now.
- Proton Beam Therapy Center project update – Applicant has applied for an extension on their Certificate of Need (CON) with the state. They are currently looking to close on their financing.

12. Chair's Remarks – Mirra suggested adding a small business section to our EDC webpage that would have links to all the CT Economic Development Organizations.

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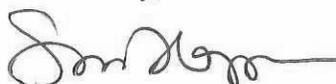
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13. Other community business - none

14. Next Meeting Date: October 23, 2023 @ 6:30pm ~ Town Hall, Room 315

There being no further business, Patty Powers made a motion to adjourn the meeting at 7:55p.m.; Anthony Bracale seconded the motion. By unanimous vote, the motion carried.

Sincerely,



Stacey Hoppes, Secretary

EXPENDITURES THROUGH 08/31/23

2/12 = 16.7%

FOR 2024 02			ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
10011050 ECONOMIC DEVELOPMENT COMMISSIO									
10011050	51000	REGULAR SALARIES	89,039	0	89,039	13,013.41	.00	76,025.59	14.6%
10011050	55110	TRANSPORTATION R	1,500	0	1,500	.00	.00	1,500.00	.0%
10011050	55405	PROMOTIONAL EXPE	30,250	0	30,250	2,090.00	2,875.00	25,285.00	16.4%
10011050	56100	OFFICE EXPENSES	1,700	0	1,700	582.00	450.00	668.00	60.7%
10011050	58810	DUES AND FEES	2,500	0	2,500	.00	.00	2,500.00	.0%
TOTAL ECONOMIC DEVELOPMENT COMMISSIO			124,989	0	124,989	15,685.41	3,325.00	105,978.59	15.2%
TOTAL EXPENSES			124,989	0	124,989	15,685.41	3,325.00	105,978.59	
GRAND TOTAL			124,989	0	124,989	15,685.41	3,325.00	105,978.59	15.2%

** END OF REPORT - Generated by Brian Naples **

EXPENDITURES THROUGH 09/30/23

3/12 = 25%

FOR 2024 03		ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
10011050 ECONOMIC DEVELOPMENT COMMISSIO								
10011050	51000	REGULAR SALARIES	89,039	0	89,039	19,862.57	.00	69,176.43 22.3%
10011050	55110	TRANSPORTATION R	1,500	0	1,500	.00	.00	1,500.00 .0%
10011050	55405	PROMOTIONAL EXPE	30,250	0	30,250	2,090.00	2,875.00	25,285.00 16.4%
10011050	56100	OFFICE EXPENSES	1,700	0	1,700	582.00	450.00	668.00 60.7%
10011050	58810	DUES AND FEES	2,500	0	2,500	.00	.00	2,500.00 .0%
TOTAL ECONOMIC DEVELOPMENT COMMISSIO			124,989	0	124,989	22,534.57	3,325.00	99,129.43 20.7%
TOTAL EXPENSES			124,989	0	124,989	22,534.57	3,325.00	99,129.43
GRAND TOTAL			124,989	0	124,989	22,534.57	3,325.00	99,129.43 20.7%

** END OF REPORT - Generated by Brian Naples **

ECONOMIC DEVELOPMENT COMMISSION
Staff Report
October 2023

September

- Met with Advise Realty Services regarding Wallingford properties and incentives. **(9/21)**
- EDC Marketing Committee meeting to discuss Canva, CGI Digital, and essay project. **(9/21)**
- Teams call with Jeff Flynn – BYK to discuss recent fire on S. Cherry. **(9/21)**
- Site visit with company to potentially move from Rocky Hill to Wallingford. **(9/21)**
- Met with Joe Mirra to discuss historic RR. **(9/25)**
- Call with WPS Superintendent to discuss Adult education. **(9/25)**
- EDC Commission meeting. **(9/25)**
- Mayor, Fire, Town Planner and I met with BYK, Allnex, and Roehm to discuss recent events on South Cherry. **(9/26)**
- Presented RR and incentives to Town Council. Incentives were renewed for 3 years. **(9/26)**
- Planning & Zoning Staff meeting. **(9/27)**
- Call with local developer to discuss ride-along with Town Planner in the next couple of weeks. **(9/28)**
- Met with GLOW food pantry to discuss their needs for a new location. **(9/29)**

October

- Railroad meeting recap **(10/3)**
- Call with Chris Edge, Berlin Economic Development re: Wallingford hosting ED luncheon. **(10/3)**
- Met with Joe Mirra to discuss historic RR. **(10/5)**
- Met with Mayor, Adult Ed, and WPS Superintendent and Business Manager to discuss adult education and train station. **(10/5)**
- Call with local property owner to discuss adult education. **(10/5)**
- Participated in interviews for Grant coordinator position. **(10/6)**
- CGI Digital – 3 Days of filming. **(10/10-10/12)**
- Met with Town Planner and local property owner to discuss Incentive Housing Zone. **(10/13)**
- Participated in Wallingford Manufacturing Day with Mayor and Chief Manufacturing Officer Paul Lavoie. Great job by Patty and Hubcap! **(10/13)**

Marketing

- Secured Canva subscription for EDC.

Social Media

- Website – No update at this time
- Instagram – No update at this time.
- LinkedIn – Staff is continuing to post to the EDC page weekly. Shared posts from WCI, HUBCAP, and other local and state organizations with economic development events, initiatives, and updates.
- Mail Chimp – No update at this time.

In the News

- *Department of Transportation kicks off rail safety week at Wallingford Train Station...RJ-09/18...The Connecticut Department of Transportation (CTDOT) Operation Lifesaver, Sen. Richard Blumenthal, local and state law enforcement, and rail safety partners held a special press conference to kick-off Rail Safety Week 2023 to help raise safety awareness around train tracks.*
- *CT's first chief innovation officer aims to jump-start economic growth...HBJ-09/18... Chief Innovation Officer Dan O'Keefe started his new full-time position working for the state Department of Economic and Community Development (DECD) on July 5. The new role will be similar to that of Chief Manufacturing Officer Paul Lavoie, except O'Keefe's focus will be on innovation.*

- *New Wallingford ice cream shop Sundae Afternoon eyes October opening...* Lisa Colhoun, of Cheshire will be opening her new ice cream shop in the former White Way Cleaners storefront at 341 Church St. in Yalesville.
- *The Plates Are Piled High With Burgers At The Delicious Knuckleheads In Connecticut...* CT Main Street SpotLight-09/25... You may remember Knuckleheads from the restaurant's original location on Center Street. It has recently relocated to a larger location on Main Street. The new space is expansive and now feels more like a restaurant than a bar, though there are still a few dozen beers on tap.
- *South Broad Kitchen & Bath celebrates opening of new Wallingford showroom...* RJ-09/27... Owners James Carozzi and Mark DeLucia celebrated the grand opening of their newest South Broad Kitchen and Bath showroom last week. Walking into the store, customers step into a design center where they can explore an array of kitchen, bathroom, and basement design options.
- *Plan for historic old train station draws raves, questions...* 09/28-RJ... A plan presented to the Town Council Tuesday night would transform the historic former train station into a market type destination with a food court, a "tasting bar" and an area reserved for the arts. And while the plan won raves from council members, it also prompted questions as to how the project got this far in the planning phase without their input, as well as concerns on where the town's adult education program would land after it would be forced to vacate the building.
- *Railroading a project...* RJ-10/07... On 9/26/23, the Economic Development Commission presented to the Town Council a plan for the redevelopment of the old train station in Wallingford's lower downtown. But it was an odd and disturbing scene that got off on the wrong foot.
- *Half-baked ideas don't do town justice...* RJ-10/07... At the September 26 Town Council meeting, Wallingford's Economic Development Commission (EDC) introduced a concept for commercial space use at the historic downtown train station. At the meeting, a representative from Hamden-based Silver/Petrucci Associates architecture and engineering firm was joined by Don Crouch, the town's new economic development specialist as well as potential developer Jonathan Sullivan.
- *Connecticut Lottery Corp. officially opens new headquarters in Wallingford...* RJ-10/12...— The Connecticut Lottery Corp. officially opened its new headquarters Wednesday at 15 Sterling Drive on the town's east side. The lottery's move from its former headquarters in Rocky Hill allowed it to consolidate its four operations under one roof. The 136,000-square-foot facility was selected after a year's long search of potential sites in 15 communities. It has about 140 employees reporting to the Sterling Drive location.
- *Wallingford flooring business celebrates 50th anniversary...* RJ-09/26... Colonial Flooring America celebrated its 50th anniversary last week with a networking event featuring people from local businesses, nonprofit organizations and local government at its 1116 N. Colony Road showroom.

New & Expanding Businesses

- **New Business Activity:** New Business Lists for August and September will be provided at the November meeting.
 - **August 2023: Relocated Businesses** (within Wallingford)
 - Catalyst Art Studio...78 Center Street
 - Elevated Marble & Granite, LLC...43 Capital Drive
 - Long Term Care Partners, LLC...850 North Main Street Ext., Bldg. 2 – Unit A2
- **Secretary of the State Lists:** Secretary of State August and September lists are not available at this time, hoping to have them for the November meeting.

Respectfully submitted,

Don Crouch