



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

Economic Development Commission
Regular Meeting Minutes
February 26, 2024

Present:

Joe Mirra, Chair
Hank Baum, Commissioner
Anthony Bracale, Commissioner
Tim Ryan, Commissioner
Jim Wolfe, Commissioner
Gary Fappiano, Alternate
Patty Powers, Alternate

Absent:

Mark Gingras, Vice-Chair
Rob Fritz, Commissioner
Patricia Cymbala, Alternate

Others Present:

Don Crouch, Economic Development Specialist
Stacey Hoppes, EDC Secretary

Guests:

Kevin Pagini, Town Planner
Amy Torre, Land Use Specialist/Zoning Enforcement Officer
Wes Krombel, resident (local realtor)

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 on Regular Meeting Minutes dated January 22, 2024** – Jim Wolfe made a motion to approve the minutes as drafted; Hank Baum seconded the motion. The minutes were unanimously approved.
3. **Review of Monthly Expenditure Reports/January 2024** – Hearing no questions or comments Chair Mirra went onto the next agenda item.
4. **Discussion with Kevin Pagini, Town Planner & Amy Torre, Land Use Specialist/Zoning Enforcement Officer** – The Commission invited Mr. Pagini and Ms. Torre to attend the meeting to discuss the following topics: Enforcement Ordinance, Sign Regulations, the T-30 Zone, the YLB Zone and the IX Zone.
 - **Enforcement Ordinance** – Torre explained that currently the only violations that a citation can be issued are signage and outside storage violations. Torre and Pagini have brought this to the attention of Mayor Cervoni. They have received his approval to prepare a draft ordinance for Commercial and Residential Enforcement. Torre will work with Pagini and other departments including the EDC for guidance and suggestions. Torre stressed that the reason for the ordinance is not to penalize residents and business owners; it is to allow for discussion on

50 process, and steps taken to correct violations within Wallingford. Commissioner Wolfe asked
51 about the town's blight ordinance. Torre stated that there is a blight ordinance, the Building
52 Department handles these violations. Secretary Hoppes will forward the blight ordinance to
53 Wolfe.

- 54 • **Sign Regulations** – Torre and Pagini explained that they are in the process of a complete
55 overhaul of the sign regulations for residential and commercial zones. They are creating a table
56 format based on size, shape, content, dimensions, physical appearance, placement,
57 obstructions, hazards, etc...due to Freedom of Speech Acts character cannot be included in the
58 sign regulations. Regulations will also include definitions of what is considered a sign for each
59 zone. Prohibited signs that are currently in violation will still need to correct their violations.
60 Example of this would be non-static/moving digital signage. Once the draft regulations are
61 complete, there will be scheduled workshops, open for discussions.
- 62 • **T-30 (Tracy) Zone** – Mirra stated that the enforcement ordinance is the first step in cleaning up
63 the zone. Once the ordinance is completed, the Commission can discuss creating incentives for
64 this zone.
- 65 • **Yalesville Limited Business District (YLB)** – The Commission, Pagini, and Torre had a
66 discussion regarding the possibility of expanding the YLB zone. The Commission suggests
67 expanding to Chapel St. and Hanover St., and encourage office use and multi-dwelling units.
68 Pagini stated that the language in the regulations needs to be updated as well, "character" will
69 be removed and some language will change pertaining to special permits. Pagini explained that
70 any current non-conforming uses; like restaurants, that are repurposed to a conforming use will
71 not be able to go back to the previous non-conforming use in the future. Discussions on the YLB
72 will continue at the next EDC meeting.
- 73 • **IX Zone** – Staff updated that the letter regarding the changes to the IX Zone is being mailed to
74 the property owners February 27, 2024.

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76 **5. Update: Historic Railroad Station Re-Use Project** – Mirra and Crouch attended the Town Council
77 meeting on February 13, 2024. Town Council gave feedback to the questions on the EDC letter
78 requesting guidance on preparing the RFP. Staff is planning to have a first draft ready in 3-6 weeks.
79 Discussion will continue at the next meeting.

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81 **6. Discussion: EDC Budget FY 2023-2024** – The Mayor would like to use EDC promotional funds from
82 the FY 23-24 to hire a Part-time Communications Specialist for promoting the Town. The Commission
83 agreed that this is a necessary position. Staff will work with the Mayor and Finance to calculate the
84 amount of funds needed for this position for the remainder of FY23-24. Discussion will continue at the
85 next meeting.

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88 **7. Discussion: EDC Budget FY 2024-2025** - Staff has a budget meeting with the Mayor on Monday,
89 March 4, 2024. There was a brief discussion about the budget. There was discussion regarding digital
90 marketing versus print. Most of the promotional budget will be allocated for digital marketing initiatives.

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92 **8. Committee Remarks:**

- 93 • **Marketing, Retention & Incentive Committee Update:**
 - 94 ▪ Marketing Committee had a Special meeting On February 14, 2024
 - 95 ▪ Committee approved allocation of Promotional funds for the P/T Communications Specialist
 - 96 position for the remainder of the FY 2023-24.
 - 97 ▪ Powers gave an update on the status of the Broker's Breakfast. Secretary Hoppes will
 - 98 forward the list of attendees to the Commission. The commission agreed that a survey
 - 99 should be sent out after the event to the attendees for feedback.

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▪ Next meeting – *tentative date*: March 19, 2024 at 1:00 pm ~ Town Hall, Room 315

- **Planning & Zoning Liaison Committee Update:** Baum noted that the next PZC meeting is on March 11, 2024.
 - Wolfe updated that the POCD Implementation meeting is going to be in March. He is the EDC representative on the POCD Implementation Committee. He will gather information from the previous POCD that relates to the EDC. He is compiling a list of what has been accomplished since the last POCD. Some examples are the addition of public parking lots in Town Center Zone, the creation of the WI Zone and changes to the IX Zone. He requested suggestions from the commissioners to include in his list of priorities to bring to the POCD meeting discussion. Some examples are the Historic Railroad Station, the YLB Zone, the Tracy Zone, etc...Discussion will continue at the next EDC meeting.
 - Wolfe asked if the commissioners have any thoughts on giving local preference for town bids. After a brief discussion it was agreed not to look into it any further.

9. Staff Report/regional matters – Crouch noted some of the updates on his staff report:

- 95 Barnes Road – New owner, Guilford Saving Bank.
- WCI updates – Outdoor dining discussions are taking place. Town Center landlord meeting is going to be in early March.
- Researching TIF Districts.

10. Chair’s remarks – No updates at this time.

There being no further business, Hank Baum made a motion to adjourn the meeting at 8:23 p.m.; Anthony Bracale seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Stacey Hoppes

Stacey Hoppes, Secretary