



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

Economic Development Commission
Regular Meeting Minutes
March 25, 2024

Present:

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

Absent:

Rob Fritz, Commissioner
Patricia Cymbala, Alternate

Others Present:

Don Crouch, Economic Development Specialist
Stacey Hoppes, EDC Secretary

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 took a moment of silence in memory of Vice Chair, Mark Gingras. Mirra then led the Commission in the Pledge of Allegiance.
 - Chair Mirra stated that he will go directly to item #4 – Tribute Mark Gingras, and then return to item #2.

Patty Powers arrived 6:35pm

- 2. Discussion on Regular Meeting Minutes dated February 26, 2024** – Jim Wolfe made a motion to approve the minutes as drafted; Gary Fappiano seconded the motion. The minutes were unanimously approved.
- 3. Review of Monthly Expenditure Reports/February 2024** – Jim Wolfe noted that the Promotional Account has a large balance. Chair Mirra and staff are working on a marketing plan for the 4th quarter. Marketing Committee will be meeting for discussions.
- 4. Tribute to Mark Gingras** – Chair Mirra, Commissioner Wolfe, and Commissioner Powers all spoke in honor of Commissioner Gingras. Mark was humble, kind, selfless; a perfect example of an advocate for the Wallingford community. Commissioners discussed the language to be engraved on the bench plaques in front of Town Hall in honor of Mark’s dedication to Wallingford. Secretary Hoppes will send out an email with a final draft of the engraving to the commission. Plaques should be completed/installed in April. The Commission also suggested doing something more in his honor, possibly naming a building or gymnasium after him...discussions will continue.

49 **5. Nomination & Election of Vice-Chair – Jim Wolfe made a motion to nominate Hank Baum as**
50 **Vice-Chair. Gary Fappiano seconded the motion. Motion was unanimously approved.**

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52 **6. Old Business:**

- 53 • **Update: Historic Railroad Station Re-Use Project** – Staff Crouch updated that the draft RFP
54 is in progress, he is currently awaiting input from a few more town departments. Mirra asked
55 staff to forward the draft to the EDC and to schedule a meeting with the town departments that
56 are sending their input. Ryan and Bracale commented that the RFP should be viewed as a
57 marketing piece with a vision for the Historic Train Station.
- 58 • **Update: Yalesville Limited Business District (YLB)** – Staff noted that the proposed map is
59 complete and Town Planner is working on the language changes to the zone regulations. Staff
60 will meet with Town Planner to review drafts and forward to the EDC. **Tim Ryan made a**
61 **motion to propose a redesign of the Yalesville Limited Business District (YLB) to the**
62 **Planning & Zoning Commission (PZC). Anthony Bracale seconded the motion. Motion**
63 **was approved unanimously, with the abstention of Commissioner Wolfe.**
- 64 • **Update: T-30 Zone (Tracy)** – Planning Department is currently working on updates to the
65 enforcement regulations. It has been suggested to add fencing to some parcels in the zone.
66 Discussion will continue at the next meeting.

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68 **7. New Business:**

- 69 • **Discuss: Tax Increment Financing District (TIF)** – Staff Crouch gave an intro to the TIF
70 program, referencing the packet distributed to the Commission. It is more of a financing method
71 than a tax incentive. The goal is to use TIF funds for reinvesting in the specific zone. After brief
72 discussions the Commission agreed to move the agenda item to Old Business and put on the
73 agenda for discussion at the next Marketing Committee meeting.
- 74 • **Discussion and possible action: HUBCAP – Community Strategic Planning Meeting** –
75 Mirra stated that these requests usually go before the Marketing Committee to approve prior to
76 adding to the EDC agenda, but we were unable to have a meeting so it went onto this agenda.
77 Powers is requesting funds for the two (2) Community Strategic Planning Meetings in the
78 amount of \$200 per meeting, totaling \$400. **Gary Fappiano made a motion to allocate \$400**
79 **from the Promotional budget for the HUBCAP Community Strategic Planning Meetings.**
80 **Jim Wolfe seconded the motion. Motion passed unanimously, with the abstention of**
81 **Commissioner Powers.**
 - 82 ▪ Powers is also requesting \$100 to assist in promoting the Medical Career Night Event at
83 HUBCAP. **Gary Fappiano made a motion to allocate \$100 from the Promotional**
84 **budget for the HUBCAP Medical Career Night Event. Jim Wolfe seconded the**
85 **motion. Motion passed unanimously, with the abstention of Commissioner**
86 **Powers.**

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88 **8. Committee Remarks:**

- 89 • **Marketing, Retention & Incentive Committee Update:**
 - 90 ▪ The EDC is no longer using Promotional funds for the P/T Communication Specialist
91 position.
 - 92 ▪ Mayor Company Visit schedule was emailed to all Commissioners. Please respond to staff
93 if you are able to attend any of the visits.
 - 94 ▪ The town videos from CGI are complete. Sponsor videos are added. Secretary Hoppes is
95 working with Exposure to have the video tour to the town website. Tentative completion
96 date is April 5th. The videos will be on the homepage of the website. Videos will also be
97 promoted through our digital channels. Secretary Hoppes will forward the video link to the
98 Commissioners for viewing.
 - 99 ▪ Powers updated that the Broker Breakfast went very well, and was well received from all
100 attendees. She and staff have gotten a lot of positive feedback. The monkey survey is
101 going to be sent out to all attendees for feedback next week.

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- Mirra stated that the Retention and Incentives portion of this committee are being removed. Mirra will reestablish the Retention and Incentives Committee at a later date.
- Anthony Bracale is the new Chair for the Marketing Committee.
- Next meeting – *none scheduled*

- **Planning & Zoning Liaison Committee Update:** Baum noted that all PZC agenda items were continued to their next meeting. The only item on the PZC agenda that we are following is the 10 Mansion Road application. It will have a Public Hearing at their next meeting.
 - Wolfe reviewed what was discussed at the Plan of Conservation and Development (POCD) Implementation meeting. The POCD Implementation Committee is going to have a booth at Celebrate Wallingford 2024 and have a Public Q&A at the Wallingford Senior Center. The Committee is looking for as much public input as possible. The new POCD Plan is due in 2026. Secretary Hoppes will work on adding the POCD information to the EDC page of the website and will send a memo to the Town Planner to request a list of what has been completed so far from the 2016 POCD.

- 9. Staff Report/regional matters** – Crouch noted some of the updates on his staff report:
- Community Engagement – Town Center landlord meeting
 - FY 2024-25 Budget meeting with the Mayor went well. No changes to the EDC budget. Awaiting Budget Hearing schedule from the Mayor’s Office.
 - Dan O’Keefe is the new Chief Innovation Officer for the State of CT, DECD
- 10. Chair’s remarks** – Mirra met with Bob Motley to discuss office vacancies. Mirra would like to revisit the Incentive Program for Office Space. Ryan stated that he supports being aggressive with this incentive.
- WCI would like to invite a few of the EDC members to meet with a few members of the WCI board to discuss projects in the Town Center.
 - Mirra is going to attend a Non-profit Housing Committee meeting. He will give an update at the next meeting.

There being no further business, Patty Powers made a motion to adjourn the meeting at 7:43 p.m.; Hank Baum seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Stacey Hoppes

Stacey Hoppes, Secretary