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6 **Economic Development Commission**
7 **Special Meeting Minutes**
8 **June 22, 2020**
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11 **Present:** Joe Mirra, Chair
12 Mark Gingras, Vice-Chair
13 Hank Baum, Commissioner
14 Patricia Cymbala, Commissioner
15 Rosemarie Preneta, Commissioner
16 Rob Fritz, Alternate/Voting Member
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18 **Absent:** Gary Fappiano, Commissioner
19 Anthony Bracale, Alternate
20 Jim Wolfe, Commissioner
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22 **Others Present:** Tim Ryan, Economic Development Specialist
23 Lynn Wolff, Secretary
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26 Chair Joe Mirra called the regular meeting of the Economic Development Commission to order at 6:31 p.m.
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- 28 1. **Pledge of Allegiance** – Chair Mirra led the EDC in the Pledge of Allegiance.
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30 2. **Discussion and Possible Action on Regular Meeting Minutes dated March 2, 2020** – Mark Gingras made
31 a motion to approve the minutes as drafted; Patricia Cymbala seconded the motion. By a unanimous
32 vote, the motion carried.
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34 3. **Review of monthly Expenditure Report** – Tim Ryan explained that, because most of the advertising is
35 normally scheduled for the spring, which coincided with the pandemic, the advertising campaigns were
36 cancelled. As a result, the Promotional line in the 2019-20 budget will have a positive balance of around
37 \$11,000. There were no further questions/comments on the May report.
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39 4. **Committee remarks**
40 • Marketing
41 ➤ Report on March 23 and May 11 meetings – Mark Gingras briefly reviewed these minutes
42 (***copies attached***). Mark mentioned that the *Wallingford Magazine* article and new column
43 “From the Desk of Joe” discussed at the May meeting were well received. Also, the purchase

- 44 of promotional items for trade shows/events was able to be accomplished before fiscal year
45 end.
- 46 ➤ Next meeting: July 20 at 9:00 a.m.
- 47 • P&Z Liaison
- 48 ➤ Update on committee activities – Hank Baum reported that, although the Committee did not
49 formally meet, members did attend a Planning & Zoning Commission meeting. Tim Ryan said
50 he discussed, with the PZC Chair and staff, adding to the July meeting agenda an item about
51 the I-5 zone and its uses; Tim is hopeful this will occur. Water/Sewer had said they were not in
52 favor of expanding the uses in the I-5 zone. However, during a meeting with the Mayor and
53 other Town officials, the Mayor said that W/S needs to be consistent with uses in a watershed,
54 noting that there's watershed areas in the IX zone. Joe Mirra said that the PZC held workshops
55 on the IX and I-5 zones back when George Adair was the Director of Public Utilities. Joe
56 remembered that Mr. Adair had developed draft language for the I-5 zone; it might be worth
57 trying to find this language in the minutes from those workshops.
- 58 • Retention/Incentives –
- 59 ➤ Update on committee activities – Since the Committee had not met, Rosemarie Preneta said
60 there was no report. Joe Mirra suggested if and when company visits start again, perhaps
61 talking about what jobs are available should be discussed with each company visited. Mark
62 Gingras suggested that the EDC be a conduit for job openings in Wallingford; Patricia Cymbala
63 suggested putting a link on the website for open positions; staff said the upkeep on something
64 like that would be considerable. Rob Fritz suggested posting a link to Indeed.com; he thinks
65 Indeed could create a link that would go directly to Wallingford postings only. Joe Mirra asked
66 that the Committee talk about this at their next meeting.
- 67 ➤ Next meeting: Tim Ryan asked Rosemarie to contact the other members about a meeting date
68 and get back to him with suggested dates.
- 69 5. **Chair's remarks** – Joe Mirra said thank you to Tim Ryan for all the work he has done during this pandemic; he
70 wanted all to know that Tim hasn't been idle. Joe updated the EDC on what has occurred at HUBCAP.
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- 73 6. **Staff report/regional matters – March, April and May** – Tim discussed these staff reports (***copies attached***)
74 Additionally, since the Spring ad campaigns were cancelled due to COVID-19, staff and the Marketing
75 Committee have been discussing when and how to restart advertising. One suggestion is to start a digital ad
76 campaign in the fall, which will reach beyond the CT borders, and might last the entire fiscal year. The EDC
77 would work with students from Quinnipiac University to create and manage this campaign; initial talks with a
78 Professor at Quinnipiac have been positive. Tariq Farid, Edible Arrangements, has been helpful in the
79 discussions and has offered to be a counselor to the EDC. This topic will be discussed again at the September
80 EDC meeting. Tim reported that he made an economic update report to the Town Council at their request. He

81 told the Council that we will be seeing a notable change in the marketplace as a result of this pandemic. The
82 Town needs to prepare itself for the fact that not as many new businesses will be opening in Town. The
83 demand for office space will be dropping even more. News on current/new projects: the Amazon project is
84 moving along, thanks to a co-lease with Allnex for parking; the Proton Beam Therapy project will continue as
85 planned; the former T-Bonz building across from the historic railroad station, has been razed in anticipation of a
86 revamp of that highly visible Town Center area. Tim mentioned that Dee Nesti, Executive Director, Quinnipiac
87 Chamber of Commerce, is retiring on June 25 and Liz Landow, Executive Director, WCI, will be retiring in
88 September. Tim said he and Liz had planned to visit other CT towns to look at their town centers. Before
89 doing this, they realized Wallingford did not have an inventory of all its Town Center properties and their uses.
90 High-school student Jason Myers (who is interested in becoming an urban planner) agreed to work on an
91 inventory of the Town Center for use by the EDC and WCI. When finished, there will be an electronic database
92 complete with a data sheet and pictures for each building in the Town Center. Jason is nearing completion of
93 this project.

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95 **7. Other community business** – Hank Baum congratulated Tim Ryan on the budget presentation before the
96 Town Council; Hank thought Tim did a great job. Everyone was pleased that Tim mentioned that the billboards
97 only cost the EDC \$1/day.

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99 **There being no further business, Rosemarie Preneta made a motion to adjourn the meeting at 7:40 p.m.;**

100 **Patricia Cymbala seconded the motion. By unanimous vote, the motion carried.**

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Sincerely,

Lynn M. Wolff, Secretary