

Town of Trumbull  
Economic and Community Development Commission  
Meeting Minutes  
March 5th 2014 7:15pm  
Trumbull Town Hall

Commission: Thomas Ginis, Beryl Kaufman, Bernard Klem, Ralph Sather, Evelyn Zamary

Staff: Economic and Community Development Director Edward Lavernoich

Chairman Ralph Sather called the meeting to order at 7:23 PM.

Mr. Klem made a motion to approve the February 12th meeting minutes. The motion was seconded by Mr. Ginis and unanimously approved.

Mr. Lavernoich reported on current business development activity within the town as of the end of February including ConnDOT issues. He spoke of the progress in the status of several projects.

Mr. Lavernoich reported on the ongoing parking issue at 41-51 Monroe Turnpike. There is an ongoing conversation of possibly using DOT property in the Monroe Turnpike right of way for employee parking in order to free up parking space for customers. Mr. Lavernoich stated that progress is being made in Trumbull Center and renovations are ongoing by the landlord. He reported that the C-PACE financed solar installation project at 29 Trefoil Drive was expected to start shortly. He reported that Town officials were meeting with ConnDOT on Monday March 10th to discuss the status of the proposed COT project to create turning lanes on White Plains Road. He noted that there had been resident opposition to the DOT design, and the Town had informed DOT in 2012 that it was not supportive of the project as it was proposed at the time.

The commission briefly discussed the Newsletter Project and the importance it has to the town. Also, Ms. Kaufman put together a draft of questions that deal primary with the economic development within the town in order to better inform future business prospects. The possibility of putting the questions on the website was discussed.

Mr. Lavernoich briefed the commission on the current status of the Solarize program and the Database Marketing Project. Mr. Lavernoich stated that David Giron has uploaded a various number of contacts into the database. He also mentioned that an email address for the "Economic & Community Development Commission" has been established.

Mr. Sather handed out a suggested list of set goals for the fiscal year to the commission. The goals were then reviewed. A motion was made by Mr. Klem to adopt the goals, seconded by Ms. Zamary, and unanimously approved. Mr. Sather stated he would make the list suitable for distributing, and that the goals would be included in the minutes.

The 2014 Business Appreciation Breakfast is likely to be held on May 14<sup>th</sup> of this year. Ms. Kaufman and Ms. Zamary are both on the planning committee for the venue, menu, and other areas that need to be planned for the event. There was input during the meeting about the possibility of handing out a small gift to its' business participants on the morning of the breakfast. The commission also discussed what the focus of the breakfast is going to be (i.e. subject content) and who will be the speaker for the event. Also, the price of the breakfast will be \$15.50 per person this year. There was a general agreement that the Plan of Conservation and Development was a worthy topic. Mr. Lavernoich reported that adoption of the POCD was anticipated at the P&Z Commission's March 19<sup>th</sup> meeting. He stated that he would report to the E&CD Commissioners in late March about the status of the POCD and the availability of someone to present it.

Mr. Sather inquired as to whether there was any community input, recognizing resident Paul Griffith. Mr. Griffith stated that he had no additional feedback to offer.

With no further business, Ms. Zamary made a motion to adjourn, seconded by Mr. Klem and carried by unanimous vote. The meeting was adjourned at approximately 9:02 P.M.

## **2014 ECDC COMMISSION AND DIRECTOR GOALS**

**APPROVED: March 5, 2014**

1. Strengthen relationships with current businesses.
2. Finish the first phase of the interactive ECDC contact database and communications system:
  - finish Outlook based system
  - load initial contact information
  - establish maintenance protocols
  - use system for invitations to the Business Appreciation Breakfast
  - identify events and other news content for database distribution
3. Plan and execute the 2014 Business Appreciation Breakfast:
  - build total attendance vs. prior years
  - attract more senior level attendees vs. prior year
  - structure presentation to include illustrating major new developments in Town and the new POCD
4. Review and evaluate all marketing and communications materials and upgrade to be consistent with the Town's Positioning.

5. Conduct an annual business survey to assess attitudes and key needs.
6. Strengthen relationships with the commercial real estate community and other influencer groups.
7. Provide full support to the Tax Screening Partnership Committee and the Tax Abatement Plan as requested.
8. Maintain strong relationships with:
  - Town Council
  - First Selectman
  - Chief of Staff
  - Planning and Zoning
  - Planning Director
9. Support business and tax revenue growth within the approved ECDC budget.
10. Apply for and secure relevant Grants.
11. Support the Town's update of the Plan of Conservation and Development.
12. Review and update the ECDC Strategic Plan to be consistent with the POCD.
13. Complete the updating of Town's Economic Development website.
14. Update the Town's marketing video.
15. Host Society of Industrial & Office Realtors (SIOR) event at Tashua Knolls.
16. Create an electronic ECDC Newsletter that will interface with Trumbull's website and appropriate Trumbull interactive communications blogs, systems, etc.
  - develop system
  - establish links with websites
  - establish quarterly update protocols