

Town of Trumbull
Economic and Community Development Commission
Meeting Minutes
August 6th 2014 7:15pm
Trumbull Town Hall

Commission: Beryl Kaufman, Bernard Klem, Rob McGowan, John Pisinski, Ralph Sather

Staff: Economic and Community Development Director Edward Lavernoich

Chairman Ralph Sather called the meeting to order at 7:21 PM.

Mr. McGowan made a motion to approve the June 4th meeting minutes. The motion was seconded by Mr. Pisinski and unanimously approved.

Mr. Lavernoich reported to the commission on current business development activity within the town as of the end of July. Mr. Lavernoich noted a few changes in the current activity report. He told the commission that The Cheesecake Factory in Westfield Mall is now open. In addition, the construction of the 64 unit assisted living project should be underway by the end of September or beginning of October. Mr. Lavernoich mentioned to the commission that he thinks this is going to be a “good quality development” and will be an asset to the community. Also, MF Discala Company is the contract purchaser for the 4244 Madison Avenue property. A 15,000 plus square foot commercial building has been approved by the Planning and Zoning Commission. The town continues to work with the developer on seeking out tenants (retail and restaurant). Mr. Lavernoich informed the commission that The Clean Energy Finance and Investment Authority has acquired two new applications for the C-PACE program.

The commission then reports on The Society of Industrial and Office Realtors Event. Mr. Lavernoich stated, “it was everything we wanted to accomplish for the event”. There were approximately 25 realtors that attended the golf portion of the event and more than 30 in attendance for the dinner. Mr. McGowan said that he received nothing but positive feedback from the attendees and that they are very pleased with the availability of the commission as a whole. Mr. Pisinski reported that he was pleased with his interactions with the realtors. Mr. Klem expressed the opinion that he thought the event was a good idea and a proactive way of networking for the Town of Trumbull. Lastly, Mr. Lavernoich stated that he believed the event was a good relationship-building tool for such a relatively small overall cost.

The commission began to discuss the C-PACE Marketing Grant and promotion. There will be a new marketing proposal in the early spring. Approximately \$1,200 will be contributed towards the event for up to 50 commercial property owners in town to be able to attend. Mr. Lavernoich said that he will use the Database in order to send out a “Save the Date” notice to all those that will be invited. Mr. Lavernoich introduced local resident John Georgas, who would be working on the initiative with him.

The commission viewed and discussed the Trumbull Community Television video of a small business testimonial of the business owners within the Town of Trumbull. The commission discussed the need for the (other) video on the Town's website to be updated. Mr. Lavernoich told the commission that he would ask Byron Campbell of Firelight Media to the next ECDC meeting in order to give his professional input about the video as well as other subjects the commission has been discussing recently. Also, Mr. McGowan said that he would invite Mike Dillon (realtor) to the next commission meeting for "honest feedback".

In regards to the Electronic Newsletter, the commission spoke about a format that should be both readable and interesting for new businesses developers within the town. Ms. Kaufman and Mr. Klem will put together information from each development activity report that is newsworthy and compile it together to form the Newsletter.

Mr. Sather asked if there was any community input to offer, recognizing John Georgas. Mr. Georgas agreed that the Trumbull Community Television video is good, but it is outdated. He made a good suggestion that the several of the Business in Bloom award winners should be included in the updated version of the video.

Mr. Lavernoich along with Mr. Sather discussed a tentative date for the September meeting to be on the 3rd, which would be the first Wednesday. The commission agreed that the meeting should remain on the 3rd.

With no further business to discuss, Mr. Sather made a motion to adjourn, seconded by Mr. Klem and carried by unanimous vote. The meeting was adjourned at approximately 8:52 P.M.