

**Town of Trumbull**  
**Economic and Community Development Commission**  
**Meeting Minutes**  
**July 10th 2013 7:15pm**  
**Trumbull Town Hall**

Commission: Chairman Scott Wich, Thomas Ginis, William Haberlin, Beryl Kaufman, Evelyn Zamary

Staff: Economic and Community Development Director Edward Lavernoich

Mr. Wich called the meeting to order at 7:45 PM.

Mr. Wich called for a motion to approve the June 12, 2013 meeting minutes. A motion was made to approve the minutes. The motion was seconded by Mr. Ginis and unanimously approved.

Mr. Wich suggested that a new town brochure should be created and made available for those businesses interested in doing business in the town. Ms. Zamary indicated that the business information packets should be updated as well.

The Commission discussed improvements to the Town of Trumbull website which included updating and developing additional content and furthering awareness. Mr. Wich mentioned that the most prominent feature on the website is a video testimonial, which has garnered a vast majority of the attention from the community. In relation to the video, a suggestion was made to increase both the size and improve the content of the recording. Other website improvement ideas were made including a suggestion to highlight certain areas, improve formatting, and archive older information.

Ms. Kaufman inquired whether the Tax Incentive portion of the website was current. Mr. Lavernoich indicated that this section needs to be updated and an additional suggestion was made to improve upon the descriptive aspects from a marketing perspective. The Commission discussed the non-profit community organizations in town and the Neighborhood Assistance Act Program (NAA) section of the website as well. The Commission indicated that the current list of members on the website would be reviewed and updated. Mr. Wich inquired as to whether the Mission Statement should be updated and suggested that the regulation section should be removed.

Mr. Wich noted that it was important for the website to be used with ease to encourage further business investment and development within the town. The ECDC portion of the site is expected to be improved as soon as possible.

Mr. Wich, Ms. Kaufman and Ms. Zamary discussed the success of the annual business appreciation breakfast. Ms. Kaufman inquired whether the Realtor's Golf Event should be marketed on the website as well. Mr. Wich suggested that future events should be made available on the website to increase awareness and encourage participation.

Mr. Lavernoich noted that the General Manager of the Trumbull Westfield Mall has recently relocated his position to the Westfield New Jersey location. An offer has been extended to a new Trumbull candidate who is currently considering the position.

Mr. Lavernoich reviewed the Director's report and updated the Commission on the Town Council's approval of the C-PACE program, the Business in Bloom initiative, and the POCD. He discussed the recent Business in Bloom awards event at the Marriott, which afforded newer businesses in the Town of Trumbull with the opportunity to be recognized for their success. Recipients of these awards were chosen for their commitment to grow their business by either expanding the business, relocating to Trumbull, opening a new business in town, renovating or beautifying their existing town business. He indicated that those businesses that received the awards were both appreciative and proud to have received the recognition.

Mr. Lavernoich provided an update on the POCD process. The P&Z Commission is planning to hold working sessions in late July and early August. It was anticipated that Planning & Development Director Jamie Bratt would attend the meetings of several commissions in August to distribute and discuss the current draft of the POCD, and to solicit additional input. A public information meeting is expected to be held in September, and public hearing of the new POCD is expected in October. The P&Z plans to adopt the new POCD document by the end of 2013.

Mr. Ginis noted that the Commission is hopeful that a new grocery store will commit to the space formerly occupied by Porricelli's.

The Commission further discussed the planned database program and efforts to recruit an intern to assist in compiling needed information. Mr. Ginis stated that he is liaising with a local resident who is a professor at Fairfield University and will be working to bring in a recruit this Fall.

Mr. Wich mentioned that the next meeting is scheduled for August 7, 2013.

With no further business, Mr. Wich called for a motion to adjourn. A motion was made to adjourn, which was seconded and carried by unanimous vote. The meeting was adjourned at 8:30 p.m.