

**Town of Trumbull**  
**Economic and Community Development Commission**  
**Meeting Minutes**  
**June 3, 2015 7:15 p.m.**  
**Trumbull Town Hall**

Chairman: Ralph Sather

Commissioners: Beryl Kaufman, Scott Zimov, John Pisinski, Rob McGowan

Staff: Economic and Community Development Director Jamie Bratt

Chairman Sather called the meeting to order at 7:17 p.m. and made a motion to approve the May 6th meeting minutes which was seconded by Mr. Pisinski and unanimously approved by the commission.

Chairman Sather then addressed the upcoming June 4<sup>th</sup> 2015 Business Appreciation Breakfast and reviewed the sequence of events. He noted the guest speaker, Joe Carbone will speak for approximately 20 minutes and a question and answer period will follow. Mr. Carbone's presentation will highlight workplace trends, where the job market is going, how things are changing over time, the outlook for employment and will conclude how Trumbull is an excellent choice in terms of locating a business. Chairman Sather then indicated that the E&CD Commission will also be introduced and Ms. Bratt suggested the commission be represented at various tables. Ms. Bratt also noted the out of the 120 responders, 85-90% were businesses.

#### **Electronic Newsletter**

Ms. Bratt confirmed that the June Electronic Newsletter will be sent via Outlook on 6/11/15, featuring GBBR and will include a rendering and quote from Bob Marianachio. As discussed in the past, Chairman Sather advocated that a posting of the town's current events be displayed in the front lobby of the Town Hall and also the library. The display will feature a picture and bullet points to reinforce what's happening in the town and support the E&CD's theme, "Trumbull Is Working For You".

Then Commissioner Zimov questioned if the Outlook list was up to date and Ms. Bratt assured him that at least 75% of the breakfast attendees are in the data base and will be cross checked after the breakfast event. Ms. Bratt stated that some emails were possibly getting caught in spam filters and Chairman Sather further indicated that in the past, the town's website was sometimes being blocked from some recipients. Ms. Bratt reassured the commission that this problem was no longer an issue.

Chairman Sather then suggested that next year E&CD should not only send out a flyer but should also follow-up with a personal note. He advised we target the top 50 businesses and the personal note could be generated from either Jamie or Tim along with the flyer. Ms. Bratt further recommended that next year post cards could be printed and labels put on them so we would know who was attending instead of mailing them which would be a tickler for her business visits. She suggested, for example, that if we have the event again next June, we can start in late March or April, follow up with the Outlook blast and when she's visiting a business, she can hand them out. Ms. Bratt emphasized that she conducted business with 60-75% of the breakfast attendees within the past 60 days and suggested that a card is

something that people can post on their bulletin boards as a type of Save-the-Date which the commission will follow- up with an email.

Commissioner Pisinski then questioned if the town has "Constant Contact" account. Ms. Bratt said we didn't but she will look into the cost and noted that the advantage of Constant Contact is that the recipient can opt to be contacted or not and taken off the list which would be a good jumping off point as we develop our goals for the next fiscal year. Chairman Sather endorsed that the Commission be in the 21<sup>st</sup> century electronically and should have the ability to communicate with businesses & influencers in the town to help maintain this list.

Chairman Sather then opened the floor to suggestions for a E&CD summer meeting date (possibly one meeting to cover 2 months) and asked for suggestions for a topic for the next newsletter which he and Ms. Bratt will coordinate. Commissioner Kaufman then suggested the possibility that perhaps the summer newsletter could give an update on recent activity from the first six months.

Commissioner Pisinski also offered a suggestion that we provide each commissioner with five new businesses to visit. He informed the commission that within the past 2 months, he has personally met with a couple of businesses who have expanded their offices to Trumbull and were unaware of the EC&D. Chairman Sather was in agreement and assigned the project to Commissioner Pisinski, Commissioner McGowan and Commissioner Zimov to work on a plan together, with the possibility of regenerating business cards including the E&CD email.

Commissioner Zimov then questioned the status of the video and Chairman Sather noted it has been tabled for now. Firelight Media has been contracted and although the video will basically have the same format, it will now feature more bullet points and vignettes which will be more effective.

There being no further business, Commissioner Sather made a motion to adjourn the meeting, seconded by Mr. Zimov and carried by unanimous vote. The meeting was adjourned at 7:50 p.m.

Respectfully submitted,

Gail Andreyka  
Administrator/Clerk