

Town of Trumbull
Economic and Community Development Commission
Meeting Minutes
August 5, 2015 7:15 p.m.
Trumbull Town Hall

Chairman: Ralph Sather

Commissioners: Beryl Kaufman, Scott Zimov, Rob McGowan, Eric Michael

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 June 3rd meeting minutes. Mr. Zimov accepted the motion, which was seconded by Beryl Kaufman and unanimously approved by the Commission.

Ms. Bratt then highlighted the following topics:

There was a ribbon cutting for 99 Bottles today at Madison Village and Pure Poetry will be open in a few weeks, their ribbon cutting taking place in a month. The ribbon cutting for Strong Start Early Education will take place tomorrow.

Ms. Bratt noted that Trumbull was named among the top 50 for Office Relocation Nationwide by the Boyd Co., a reputable office relocation company from Princeton and that Trumbull was the only town to receive that recognition in Connecticut. She then stressed the importance to strategically leverage this award as a point for advertising to the towns of Westport, Norwalk and Stamford with a focus on smaller established businesses in these locations, who are tired of the commute and who are looking for space in this area. Ms. Bratt indicated that she has met with a local graphic designer to work on design and she is also considering consulting a marketing strategist (for next year's budget cycle) to get some ideas about what we want to say about Trumbull in a unified consistent way over time. Ms. Bratt advised that she secured pricing from The Norwalk Hour, The Stamford Advocate, The Fairfield & Westchester County Business Journals, Metro North and will look into NPR with the focus on "the miserable commuter". Ms. Kaufman then suggested the possibility of billboards and Ms. Bratt said she would contact Lamar. Since the marketing budget for the year is \$5,000, Ms. Bratt indicated that she is pursuing alternate funding sources for a broader campaign. Ms. Bratt stressed the timeliness of developing a few ads for the business journals and would like to run these ads after Labor Day as a starting point. She then opened the floor to suggestions with respect to what media, the selection of newspapers, color versus no color options, a bigger ad over a short run versus a smaller ad over a longer run or any other general thoughts regarding near term advertising.

Ms. Kaufman alleged that many towns read their own weekly newspapers so maybe the the Hershman Acorn papers would hit all of them.

Ms. Bratt then advised that large companies are already working with brokers and stressed the importance to advertise in one of following: The New England Real Estate Journal, The Fairfield County Business Journal and possibly the Westchester County Business Journal. Chairman Sather then

recommended direct mailing to local and national relocation consultants and brokers as opposed to paying for advertising space and suggested making a list of targets. He also advised that we add national relocation consultants to our data base and suggested that Ms. Bratt send out targeted letters to include Mr. Herbst's signature and a simple message. This will add a personal touch, will help build the mailing list, and is cost effective. Ms. Bratt concluded that direct mail will focus on Trumbull's great assets (1) the lack of a nasty commute, (2) the quality of life from residential to office parks and the concept of a personal piece with a name and a face and a "give us a call" that will dovetail nicely into the program. Ms. Bratt added that she plans on getting a Co-Star subscription for the town to reach most of the brokers through this media.

Ms. Bratt announced that the Trumbull Chamber of Commerce has a new Executive Director, Laura Campbell, who she has been meeting with every 2-3 weeks to discuss their vision and strategic alignments. She also informed the Commission that she spoke with the Trumbull Business Alliance and will also meet with them and the Trumbull Chamber of Commerce on a quarterly basis to discuss what's happening in town and focus with their executive directors on strategic alignments. Ms. Bratt advised that she and Ms. Campbell have been discussing the possibility for joint marketing efforts in terms of a face book page. It would be a one stop shop in terms of business development that would feature both logos and have a neutral URL - such as Choose Trumbull.com.

Ms. Bratt then discussed the ICSC Convention that she and Mr. Herbst attended in Boston last month. She shared that it was highly successful. Mr. Herbst spoke with brokers with an emphasis on promoting interest in (1) the former Reeds' Warehouse (2) 48 Monroe Turnpike (former United Health Care and (3) Westfield Phase II (open land on Main St.)

Ms. Bratt then opened the floor to suggestions for restaurant and bakery prospects.

Shovels In the Ground/Available Retail Space

4244 Madison Avenue – Madison Village (Developer: MF Discala (Norwalk)

50% committed, completed August 2015 (enclosed)

- The Sitting Duck (3,000 SF to open Oct/Nov)
- Pure Poetry (1,300 SF to open late August)
- 99 Bottles (3,000 SF to open late July)

Chairman Sather & Ms. Kaufman both expressed their concerns regarding adequate parking at Madison Village. Ms. Bratt did agree that it's tight but assured them that the restaurant did follow the parking code regulation of 5 spaces per 1,000 sq. ft. Ms. Bratt stated that these codes are drawn from studies done by the Institute of Traffic Engineers nationwide and said Trumbull specifically limited the sit down restaurants so there should be enough parking spaces met at Madison Village.

10 Broadway Rd - Village at Long Hill Green (retail) (Developer: Devellis/Barton

- Demolition has started, probably will deliver end of the year
- 1 confirmed lease with package store
- Approximately 6,000 SF available, lots of interest from restaurants
- The site is also approved for a 3,200 SF stand-alone pad w. drive through

6128 Main Street - Long Hill Marketplace (retail) (Developer: Mike Cerretta - Bridgeport)

100% Committed - Expected completion Oct/Nov 2015 (going vertical)

- Quick serve restaurant, not yet named. Tex mex?
- Liquor store
- Pizza joint

35 Nutmeg Drive Redevelopment (Developer - RD Scinto) 90% Committed

Expected completion August 2015 - Gartner is lead tenant

Ms. Bratt commented that only 20,000 sq. ft. of leasable office space remains.

2415 Reservoir Avenue - Bridges of Trumbull (memory care) (Developer - National Development)

Sales Center is now open in Trumbull Center - expected completion - September 2015

5520 Park Avenue - Bridgeport Hospital/Yale NHH (Developer: Sound Development Group)

Oncology Center, 100% committed - expected completion May 2016 (topped out)

GBBR HQ on White Plains Road- Expected completion November 2015 (enclosed)

900 SF Office Available for Lease

Entitlements/Permitting/Coming Up Next

2991 Huntington Tpke - Adaptive Reuse for Medical Back office

123 Monroe Turnpike - Conceptual 10,000 SF office /retail mix

10 Broadway Road/Village at Long Hill Green

Previously approved retail and apartments

95 Corporate Drive Expansion

50 Corporate Drive New Construction for Cooper Surgical (warehouse/shipping)

1137 Daniels Farm Road Seminary

2991 Huntington Turnpike - Adaptive Re-Use for Medical Back Office

Per Ms. Bratt, this property was denied by P&Z for a large addition in the past. The owner is back with the concept that it doesn't increase the footprint at all and would convert it into medical back office space. The owner is part of a group practice and will only have administrative staff and files at this location so therefore it should not be a significant traffic generator. This application will go before Planning & Zoning next month.

On the Market/Vacated

55 Merritt Blvd (formerly Unilever space) Concept to convert to multi-tenant space

48 Monroe Turnpike (formerly Untied Healthcare) building now empty m- Concept to convert to retail or re-tenant as office.

Peoples Bank Branch - Madison Avenue - Looking to sublet, tricky what might go there next due to residential surroundings

7120 Main St - Old Reed's Warehouse - Long-Term Vacant - may seek up zoning?

Ms. Bratt opened the floor to any other concerns:

Ms. Kaufman discussed the presence of the empty bill board(s) in Trumbull.

Mr. Zimov then discussed any potential interest in the space up by Home Depot.

Chairman Sather addressed the topic of the Electronic Newsletter and Ms. Bratt suggested we do a last 6 months recap format. She assured the Commission that signs will be displayed at the Town Hall and the Trumbull Library to publicize current events and Ms. Bratt noted that the Face book page will compliment this also. Mr. McGowan advised the importance of reaching the right audience via Face book and Ms. Bratt concurred that we are targeting two distinct groups - (1) existing residents and (2) potential new businesses and/or their brokers.

Chairman Sather and the Commission then agreed that the date for the next meeting would be September 2nd.

There being no further business, Chairman Sather made the motion to adjourn at 8:20 p.m., seconded by Mr. Zimov and voted in favor unanimously by the Commission.

Respectfully submitted,

Gail Andreyka
Administrative Clerk