



## Town of Trumbull

### Economic Development Commission Meeting

Long Hill Room  
5866 Main Street  
Trumbull, CT 06611  
Thursday, April 16, 2009  
7:15 p.m.

#### AGENDA

- |    |                                   |                       |
|----|-----------------------------------|-----------------------|
| 1. | Approval of March Meeting Minutes | B. Matthews           |
| 2. | Director's Report                 | D. Cox                |
| 3. | Communications Initiatives        | M. Arnold             |
| 4. | Director Position                 | R. Matthews, K. Mizak |
| 5. | Business Breakfast                | All                   |
| 6. | Review of Econ. Dev. Plan         | B. Matthews/D. Cox    |
| 7. | New Business                      | All                   |

**Call to Order:** The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:15 p.m. by Chairman Bob Matthews.

**In Attendance:** In attendance were the following Commissioners:

Jim Abraham	Martin Arnold	Patricia Connelly
Tom Ginis	Beryl Kaufman	Susan Kohn
Bob Matthews	Karl Mizak	

and Deborah Cox, Director of Economic Development

**Absent:** John Malfettone

Meeting Minutes:

- Approval of March, 19 2009 Meeting Minutes:**  
Correction to the March meeting minutes to remove Commissioner Connelly's name from the list of attendees, and keep her name on the list of absentees is to be made.  
**A motion** was made to approve the March 19, 2009 meeting minutes with the above modification was made by Commissioner Abraham and seconded by Commissioner Kaufman.

**Vote:** A vote to approve the March 19, 2009 meeting minutes with the above correction was passed unanimously.

**2. Director's Report:**

Director Cox submitted the attached report and highlighted the following topics from the report:

- The newsletter was emailed to 450 people. A hardcopy of the report will be distributed in the library, around Town Hall, and to various businesses and groups.
- The lease for the "O" Bar and Grill was fully executed, and the Director has been facilitating the process for getting the restaurant operational. However, their recent application for a liquor license with the Planning and Zoning Commission was granted with a condition that there would be no music on the patio. This created numerous concerns, including with the restaurant owner, and the application will be reheard at the May 20<sup>th</sup> P&Z hearing.
- Eight prospects were responded to with information regarding available locations or financing.
- All applications that were approved for development last year are on hold this year due to the economy. The director is exploring financing options for the hotel and a large building in the IL-3 zone.
- Based on conversations with some of our large businesses, a number of businesses are analyzing and examining what to do once their leases expire in the next year or two. First Selectman Baldwin and the Director have visited some of these companies, and the Director has been continuously talking with some of them in order to stay apprised as their analysis evolves.
- Marketing efforts included advertising, website modifications, and responding to Relocation America Survey

**3. Communications Initiatives:**

Commissioner Arnold led a discussion to explore what we are currently doing, and how we might expand or improve the ways in which we communicate our economic development activities with the community. The areas discussed are as follows:

Audiences

Thought Leaders  
Businesses  
Town Bodies

Messages

Retention  
Expertise  
Marketing (bringing appropriate businesses)  
Attraction

New Efforts To Explore

Business Recognition  
Chamber Workshops  
Distribute Marketing Materials (in town – with Commission member brochure)  
Business Referral Program  
Make Newsletter Quarterly  
Look for Ways to do more Channel 17/Educational Channel

### Existing Activities

Website  
Newsletters  
Local News Stories  
Media and Press Releases  
Educational TV Channel  
Presentations to local groups and community  
N.E. Business Journal stories  
E-Blasts to the Business Community  
Library Resource Center  
Presentations to Town Government Bodies  
Surveys  
Business Breakfast  
Attendance at Networking Events  
Membership on Committees and Boards

#### **4. Director Position**

As of July 1, the position of the Director will be a contracted service. The position will be bid for services with the bid being handled by the Purchasing Department. A position description will be finalized by April 22. A panel will interview the top candidates that are deemed to be most qualified to provide the required services. The panel will be made up of several Economic Development Commissioners (K. Mizak, B. Kaufman, J. Abraham, and T. Ginis), as well as another Human Resources panel member unaffiliated with the town.

In discussion, all members were polled and agreed that they are confident with the knowledge, expertise and track record of the current incumbent, but understand the necessity of having to go through the interview process.

#### **5. Business Breakfast**

The annual business breakfast will be held in June. A date will be finalized once a guest speaker is identified.

#### **6. Economic Development Plan**

It was agreed to postpone a discussion on this topic to the May meeting.

#### **7. New Business**

- Due to Memorial Day Weekend, the May meeting date may be changed. Commissioner Matthews will poll the Commissioners and propose a new meeting date if appropriate.
- Commissioner Arnold indicated the Trumbull Chamber of Commerce's Business In Bloom Award will be combined with Economic Development whereby each entity will be responsible for identifying up to 6 businesses, and the awards will be presented jointly in June.
- Commissioner Abraham raised concern regarding the Trumbull Times article concerning Barry Diamond. The article singled out the EDC when mentioning Mr. Diamond's past affiliations. In fact, Mr. Diamond had not been affiliated with the EDC in almost two years, and he also had served on numerous other organizations, including Trumbull's Own Chamber, the Rotary Club, the Library, etc. The EDC decided not to respond as a group on this item.

- Economic Development will submit suggestions to Planning and Zoning regarding the Adaptive Reuse and Main Street Design District regulations that are currently under draft and discussion with the P&Z Commission.

**A motion** to adjourn the meeting was made by Commissioner Kaufman and seconded by Commissioner Abraham.

**The meeting was adjourned at 10:00.**

**Next Meeting: TBD**

Respectfully submitted by,

Deborah Evans Cox  
Director, Economic Development  
Attachment: Director's Report

Town of Trumbull  
Economic Development  
April, 2009 Report

**Director's Report to BRBC**

**Recruitment Activities**

- New Businesses:
  - Special Olympics of Connecticut – 3/31
- New Prospects: 8
- Status of Last Month's Open Prospects:
  - Delay -- Economy has forced a delay in leasing decisions for a prospect who was previously reported to be considering leasing a significant amount of space in Trumbull.
  - Hold -- Request for 3,000 – 4,500 s/f building. One building is reported to be coming up for vacancy, although owner will not reveal anything publicly. There may be private deals in the works.
  - Unknown -- Request for 20,000 – 30,000 space for distribution center – they appear to be working through a broker.
  - Dead -- 10,000 – 27,000 building for sale. Dead. No building of that size available.
  - Closed -- "O" Bar lease has been fully executed, and town liquor permit has been approved, contingent on not having any music on the patio (although Starbucks has music on their patio, and they have no surrounding fence to block out the sound).
- Website:
  - Posted new vacancy listing for building on Madison Avenue and updated others.
- Other:
  - Assisting with finding financing resources for hotel and restaurant. These are already approved applications, but owners needed some finance assistance.
  - Facilitated the "O" Bar with requirements for applying for the Liquor Permit

**Retention & Expansion Activities**

- Business and Career Resource Center (BCRC):
  - Made updates to Job Seekers and Events Sections, and added link to the Library's new database which allows the public to prepare for exams.
  - Met with Task force to review the activities. The Library reports a significant increase in the use of the business resources, primarily with job

seekers. In addition, Economic Development has referred several businesses to the free databases available for targeted marketing.

- Coordinated and attended a meeting with executives from Oce and the First Selectman
- Met with Affinion Group
- Assisted Affinion Group with an issue regarding insurance rates based on the location of fire hydrants. The location of the hydrants helps Affinion save on their insurance
- Had conversations with several businesses, including: United HealthCare, Gartner, Porricelli's, Firelight Media, Marissa's, Luigi's, Raveis, Sound Development, and Spinaker.
- Sent out information regarding the stimulus package to our business community
- Worked with Planning Department on the Main Street Design District, and have also had discussion regarding Adaptive Reuse. There are some outstanding questions that need to be posed to P&Z as they workshop these regulations. Town Planner, Bill Levin and I have also met with the Bridgeport Office of Planning and Economic Development to start discussions on their plans for commercializing upper Main Street.
- Attended presentations given by the Workplace. Nationally, and locally, unemployment continues to escalate, and this has a rippling effect on our economy. For example, retail suffers, demand for office and industrial space declines, and citizens and businesses are directly and indirectly impacted by unemployment. Therefore, helping people stay employed and helping businesses be sustainable is of the utmost importance.

## **Marketing/PR**

- Marketing & Advertising:
  - Updated our online banner with New England Real Estate Journal and Site Location Partnership so that it was more consistent with our brochure (for branding purposes). We advertised in the March 30 Econ. Development Issue of the Fairfield & Westchester County Business Journals, and we will be advertising in the May Economic Development Issue of New England Real Estate Journal.
- Responded to extensive survey from Relocation America who is looking for best places for relocating.
- Finalized newsletter and emailed it to approximately 450 people. Hardcopy is being printed and it will be distributed in various places around town buildings and sent to various brokers.
- Met with Trumbull Times several times. Obtained good press for "O" Bar in Connecticut Post and Trumbull Times.
- Designed a postcard "Trumbull...Open for Business" to remind brokers we exist. Will send it to brokers and site selectors in May.
- Met with Trumbull Times about a new marketing program. We will be working with them on this program.

### **Community Development Activities and Projects:**

- Beautification and Revitalization:
  - Issues with the lowest bidder. The DECD has been notified, and the second lowest bidder will be selected. Once issues are resolved, will be having a pre-construction meeting later this month.
  - Beautification issues cleared up with The Marriott and they are now selecting new adoption sites
  - I have solicited interest from another large Trumbull-based company for an island, and I will coordinate their work with the Beautification Commission.
- Community Conversations:  
Working with the team in preparation for the follow-up Community Conversation Meeting to be held April 23.
- Continue to participate with Trumbull Business Education Initiative and Bridgeport Regional Business Council.

Respectfully Submitted By,

Deborah Evans Cox  
Director, Economic Development