



Town of Trumbull Economic Development Commission Meeting

Long Hill Room
5866 Main Street
Trumbull, CT 06611
Tuesday, May 19, 2009
7:15 p.m.

AGENDA

- | | | |
|----|---|----------------------|
| 1. | Approval of March Meeting Minutes | B. Matthews |
| 2. | Review of Long Hill Green | B. & F. Dimarco |
| 3. | Director's Report | D. Cox |
| 4. | Econ. Dev. Objectives/Implementation Plan | R. Matthews / D. Cox |
| 5. | Business Breakfast | R. Matthews / D. Cox |
| 6. | Business Recognition | M. Arnold / D. Cox |
| 7. | Other 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	John Malfettone
Bob Matthews	Karl Mizak	

and Deborah Cox, Director of Economic Development

Absent: Susan Kohn

Meeting Minutes:

1. Approval of April 16, 2009 Meeting Minutes:

A motion was made to approve the April 16, 2009 meeting minutes with the above modification was made by Commissioner Abraham and seconded by Commissioner Kaufman.

Vote: A vote to approve the April 16, 2009 meeting minutes with the above correction was passed unanimously.

2. Introduction to the Long Hill Green Project:

Mr. Ben Dimarco and Mr. Frank Dimarco presented their concept and preliminary site plans of the Long Hill "Village Green" project. The project involves creating a pedestrian-friendly, mixed-use village district in the Long Hill Green area located at the intersections of Broadway, Whitney, and Main Streets. The proposal includes a new building to be

constructed to house a bank. In addition, the existing Luigi's/Giovanni's building will be enlarged to allow Giovanni's Restaurant to expand and three new service/retail businesses to be added to the building. The proposal also includes a second story to allow for 7-8 small one-bedroom apartments. This would be the town's first experience with mixed-use zoning. The Dimarco's, along with Economic Development Director Deborah Cox, have already held meetings with neighbors to provide them with information, and to gain understanding of their thoughts. The next step is for the attorney to draft a new mixed-use regulation and bring it to our Planning and Zoning Department.

3. Director Cox submitted the attached report and highlighted the following topics from the report:
- The result of the Relocate America Survey received positive press coverage, and the town's survey response (which led to the receipt of the recognition) has been posted on the website. We will package the survey response so that it can be used as a marketing piece.
 -

4. 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

5. **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.

6. **Business Breakfast**

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

7. **Economic Development Plan**

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

8. **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