



Town of Trumbull
Economic Development Commission Meeting
Long Hill Room
5866 Main Street, Trumbull, CT 06611
October 15, 2009

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|----|--------------------------------|--------------------|
| 1. | Approval of Meeting Minutes | B. Matthews |
| 2. | Update on Trumbull Center | D. Cox |
| 3. | Jewish Home for the Elderly | D. Cox/B. Matthews |
| 4. | Quarterly Status on Objectives | D. Cox |
| 5. | Director's Report | D. Cox |
| 6. | Other Business | All |

Call to Order: The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:19 p.m. by Chairman Bob Matthews.

In Attendance: In attendance were the following Commissioners:

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

and First Selectman Ray Baldwin (for discussion on Jewish Home)
and Deborah Cox, Director of Economic Development

Absent: John Malfettone, Susan Kohn

1. **Meeting Minutes:**

The minutes of the September 16, 2009 meeting were unanimously approved.
Motion made by Commissioner Kaufman and seconded by Commissioner Mizak.

2. **Update on Trumbull Center:**

Deborah Cox provided a picture of the proposed Trumbull Center revitalization project that will be presented to Planning & Zoning on October 21st. The plans, which have already been announced in the Trumbull Times, call for a refacing of the building from the O Bar down to the new Chase section:



Ms. Cox has had ongoing discussions with Trumbull Center owners and reports that they are actively working with some prospects to try to fill the vacancies. Discussions are underway with prospective cleaners to replace the one that recently retired and closed. A new phone store is expected to move in on the Fairfield County side of the street. Additional discussions are taking place, but none are close

enough for open discussion.

Chase Bank is expected to relocate to their new location on October 19.

Ms. Cox reported that work on the sidewalks has begun, and lights will be selected this week. However, before committing to the lights, we will need to make sure that there is enough money in the grant budget to cover the purchase and installation.

3. **Jewish Home for the Elderly:**

First Selectman Ray Baldwin discussed the proposal and stated that much controversy has been raised regarding the Jewish Home for the Elderly development proposed for Hardy Lane. The proposal is for a Continuous Care Facility consisting of 190 independent living units, 40 assisted living units and 280 nursing care beds. Economic Development has been excluded from direct discussions regarding this proposal. However, we have researched it in order to be able to respond to inquiries and determine the impact of this commercial development. We have also taken the initiative to suggest alternate sites to the developer and his engineering firm. First Selectman Ray Baldwin held a forum with approximately 100 residents in attendance, and has openly stated he does not support locating the development on Hardy Lane. He has encouraged the developer to withdraw their application for a formal P&Z hearing, and he has facilitated their discussions with property owners in commercially zoned areas.

4. **Quarterly Report on Status**

The Director distributed a quarterly report (attached) on the status of the implementation of the Strategic Plan. For the most part, all activities are on target with a few exceptions: No Corporate Park Association has been established at this time because of the large vacancies left by Pilot and NASDAQ. Instead, efforts are being placed more on marketing, and engaging brokers and building owners to fill the spaces. In addition, the STEAP grant to revitalize the Corporate Park was denied again this year.

5. **Director's Report:**

Ms. Cox provided the attached monthly report and in addition to the above, she highlighted the following:

- Sun Product's Playground Build will take place on October 23. Economic Development managed the town side of the project, and recruited the volunteers, other than the Sun employees.
- Economic Development initiated Trumbull's first Restaurant Week. This was both a business retention and marketing effort. We invited the Trumbull Chamber to partner with us as a way of supporting their efforts. This also enabled us to leverage their distribution channels. Economic Development designed the flyers, created a website, solicited nine restaurants, gathered menus, marketed the program to newspapers, radio stations, and various distribution lists. Because this was the first year, no funds were used. Feedback was that it increased interest and business, although the increase was moderate. A more substantial marketing program with paid advertising is recommended for the next restaurant week.
- We have made the short list of five Connecticut towns to be considered by a food processing company. They are continuing their due diligence and we are supplying information to them.

6. **Other Business:**

- Chairman Matthews encouraged EDC Members to participate in the Sun Products Build.
- Commissioner Connelly reminded the members about the Business After Hours on Nov. 12

Meeting Adjourned at 9:07 pm

Respectfully Submitted By:

Deborah Cox
Director, Economic Development

Town of Trumbull
Economic Development
October, 2009 Report

Director's Report

Recruitment Activities

- New Businesses:
 - None Reported.

- New Prospects:
 - Computer Resellers – looking for 7,200 s/f
 - Wine Shop – looking for location, but after offering some options, no location met his interest.

- **Status of Previously Open or Pending Prospects:**
 - Open - Software Company looking for approx 2,000 s/f – Still serious about Trumbull – They have worked out the layout with the landlord. Now, the company is waiting for some outstanding business activities before making a commitment.
 - Open -- Data Center Company looking for approx. 20,000 s/f. Still considering Trumbull, as well as other areas.
 - Open -- Food Processing Company is considering sites in several states, but will eventually select one. A Trumbull site is now one of four sites on the CT short list. The company will be visiting Trumbull on October 19. Econ. Dev. worked with CERC and the utility companies to put together an extensive 30+ page document in response to the company's request for information proposal.
 - Dead -- Pet Daycare Business interested in land to purchase for his business, and for investment.
 - Open -- Fitness Center: (still in discussions).
 - Open -- Large Manufacturing Firm: Economy may put the move on hold.
 - Dead -- Traveling Vet looking for space in White Plains Road area. Approval for text change for permitted use was granted on August 19, 2009. However, in the meantime, someone else put in a bid for the house, and the vet is currently looking for a new space.
 - Open -- Several businesses are looking at Bank of America Branch location, and we have helped a number of them. Bid closing date is October 29.
 - Dead -- Energy Company looking for approximately 3,500 s/f of Class A space. Although we showed them all appropriate spaces, they selected a location in Stratford that more closely met their needs.
 - Open -- Health Products Company – looking at Trumbull Land provided by Econ. Dev. Office, as well as other towns.
 - Open -- Existing Trumbull company looking to relocate their data center (4,000 sf).

- Other:
 - Trumbull Center has several prospects looking at space. We are working with some to provide financing information.

Retention & Expansion Activities

- Met with the following companies:
 - Trumbull Restaurants (10)
 - Spinaker
 - Westfield
 - Trumbull Cleaners
 - Peco Pallet
 - Trumbull Center
- Gen Re is expected to consolidate most of their Trumbull to their Stamford facility by the end of the year.
- Another company is contemplating a move to Shelton due to downsizing and lack of desirable space in Trumbull.

Marketing/PR

- Marketing & Advertising:
 - Sent out e-blast on upcoming business events
 - Advertised in New England Real Estate Journal
 - Advertised in Fairfield & Westchester County Business Journals
- Media and Press Releases:
 - News articles were written as a direct result of our reaching out to the media:
 - Sun Playground – CT Post, Trumbull Times, Reuters
 - Trumbull Center Revitalization & Sidewalks – Trumbull Times
 - Jewish Home for the Elderly – Trumbull Times, CT Post, and Town Website
 - Restaurant Week – Trumbull Times & CT Post
 - Talked to and sent materials to *U.S. Airways Magazine* who is doing an article on the Business Outlook for Fairfield County in December
- Restaurant Week

Restaurant Week launched on Oct. 10. by Econ. Dev. and the Chamber
 Nine Restaurants participated. Economic Developed designed and distributed the posters, created the website, obtained and posted menus, and sent news releases to Trumbull Times, CT Post, Radio Stations, Business Journals.
 Because it was the first year, we did not charge the restaurants. However, if we do it next year, we will charge a fee to participants in order to afford advertising.

Community Development Activities and Projects:

- Beautification and Revitalization:
 - Obtained easement from Mobil Station
 - Contractor has begun.
 - Lights are currently being considered, and a bid may be required.

- Environment & Energy Programs
 - Sun Playground Community Build at the Nature Center is October 23 (rain date is October 27). The recycling program is well underway. I have solicited volunteers from community groups (eg., Rotary, Community Women, PTA's, Father's Clubs) and town boards, and Sun has approximately 63 volunteers. I am still in the process of soliciting additional community volunteers. This is an excellent example of partnership between a business and the community.

Status of Commercial Development Projects:

- Westfield Revitalization: They have begun the process and are working with town officials on the logistics. FYE has moved its location. Westfield is working with the town departments to move forward. They will be coming to P&Z for regulation changes for signage on October 21
- Hotel in Corporate Park: On hold for financial reasons.
- Route 111/Trefoil: On hold for financial reasons – lost potential tenants
- Park Avenue: Original tenant lost, expected to come in with new tenant
- Sentinel Expansion: On hold – seeking anchor tenant
- Luigi's Expansion: Expected to come to P&Z in November/December
- Jewish Home: First Selectman sent out info to residents and posted it on website. He also conducted an open forum on Saturday, Oct. 10. and 100 people were in attendance (including 2 Econ. Dev. Commissioners) The First Selectman is not supporting Hardy Lane as the Development Site. First Selectmand and Econ. Dev. have suggested other locations in Trumbull
- Sidewalks: Contractor has started the job as of Oct. 14.
- Home Depot: Home Depot went out for bid and are expected to open May, 2011
- Trumbull Center: First building is pending Zoning approval

Updates on P&Z Activities as they pertain to Economic Development

- Luigi's will not be coming in with their application until November or December in order to await the RPA decision on the new zone proposal.
- Jewish Home for the Elderly has withdrawn their application on Hardy Lane.
- Trumbull Center has submitted an application to revitalize from the O'Bar up to the Chase Building.

Respectfully Submitted By,

Deborah Evans Cox
Director, Economic Development

**ECONOMIC DEVELOPMENT STRATEGIC PLAN OF JULY, 2009 - JUNE, 2010
STATUS UPDATE
(as of October, 2009)**

Category	Activity	Expected Date	Status Update (October, 2009)
Attract and recruit new business to retail centers			
	Trumbull Center:		
	a. Complete the STEAP revitalization project	July	Contractor begins October 13. Hold up was due to issues with DOT permit and questions regarding the contractor. Job expected to complete within 90 days
	b. Work with Trumbull Center to introduce new vision of Trumbull Center	August	Worked with Trumbull Center on prospective clients, announcement of new plans.
	c. Assist with recruiting businesses (direct marketing)	Ongoing	Inventory on website
	Westfield Mall:		
	a. Develop specific programs to market the mall to retailers	Ongoing	Inventory on website. Plans for mailing to retail brokers. Discussions with existing prospects have been ongoing.
Attract Business Industries (non-retail)			
	a. Web-based marketing	Ongoing	Banner ad on NE Real Estate is ongoing. Placement of Econ. Dev. Website as a link to other sites is ongoing.
	b. Site selector Tours	August	Participated in U.I. tour in August
	c. Data Center/IT Operations Direct Marketing & Advertising	Fall	
	d. Grant for gateway to industrial park	September	Steap grant denied by state again this year (letter received in October).
	e. Assist with finance resources where appropriate	Ongoing	Assisting tenant in Trumbull Center. Sent out SCORE's finance workshop announcement in Oct.
	f. Explore development and implementation of incentives and apply as appropriate	July	Began discussions with Peter Lendt at DECD
	g. Explore marketing to healthcare-related industries	Ongoing	Held discussion with Fairfield County Medical Association. Following up with next meeting. Also raised idea with United Healthcare.
			Prospects: Have worked with 24 new prospects since June (55 in 2009). Of these prospects, Econ. Dev. has had direct involvement with the following companies who have signed leases: <ul style="list-style-type: none"> - Sun Products - Peco Pallet - Dr. Natalie Colicci - Gaylord Sleep Center

			- O Bar
Commercial Land Usage			
	a. Marketing existing buildings and land	Ongoing	Website Inventory, Responses to inquiries. Took several prospects around town. Talking to CBRE and Cushman Wakefield. Closed Peco Pallet, Gaylord Sleep Center, and Holistic Doctor Facility
	b. Facilitating zone changes and design for new opportunities (such as Adaptive Reuse, Lower Main Street, and Long Hill	Ongoing	Adaptive Reuse is approved. Assisting Long Hill development owner EDC withdrew support for Lower Main Street
Business Retention			
	a. Economic Development to meet with Top 25 Businesses at least once per year	Ongoing	Met with United Healthcare, Westfield, Trumbull Center, Spinaker, Sentinel, Affinion, CooperSurgical, Gartner
	b. Economic Development Director to meet with local businesses each month	Ongoing	Continuous
	c. Economic Development Director to attend networking meetings such as Trumbull Chamber members to stay in touch with business concerns	Ongoing	Attended 2 BRBC events, Spoke at BNI
	d. Distribute Quarterly Newsletter	April, July, Oct. Jan.	Sent out Newsletter in August.
	e. Distribute e-blasts as appropriate	Bi-monthly	Sent eblast on events in October
	f. Hold Annual Business Breakfast for all Trumbull Businesses	June	
	g. Collaborate with BRBC on Business In Bloom Award	May/June	
	h. Work with Spinaker and Sentinel on marketing initiatives	Summer/ Fall	Met with Spinaker. They are not ready to market yet Also spoke with Sentinel, and mailings to the industry may be appropriate. I have shown the existing data center building and we have had at least 3 other companies interested in from 3,000 to 20,000 of data center space
	i. Establish Corporate Park (IL-3) Association	Summer/ Fall	Issues with the Nutmeg building and Pilot have delayed this initiative
	j. Maintain useful web resources for local business	Ongoing	continue to add maps, business resources, incentives, and marketing information
Foster a Strong Business Climate			
	a. Enhance Business Resource Center where appropriate	Ongoing	Continuous updates (stimulus, financial resources, career websites)
	b. Support and respond to business support needs	Ongoing	Restaurant Week
Community Development			
	a. Support Business Education Initiative, Channel 17, Trumbull Schools, Library, Community Organizations to help bridge the gap between businesses and the community	Ongoing	On the board of BEI and Channel 17 Working with Schools on Sun Products

Marketing Awareness of Economic Development			
	a. Actively find ways to raise awareness of Econ. Development activities in the community	Ongoing	Numerous press releases and articles in CT Post and Trumbull Times Restaurant Week Newsletter Money Magazine Award on town website
State Agencies		Ongoing	
	Establish and maintain relationships with state and local government	Ongoing	Have had discussions with DECD and CERC