



**Town of Trumbull
Economic Development Commission Meeting Minutes**

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

AGENDA

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|----|---|----------------------|
| 1. | Approval of March Meeting Minutes | B. Matthews |
| 2. | Economic Development Objectives | B. Matthews |
| 3. | Updated Strategic Plan and Review of Implementation | B. Matthews/D. Cox |
| 4. | Business Advisory Council Report | M. Arnold |
| 5. | Budget Update | B. Matthews/K. Mizak |
| 6. | Director's Report | D. Cox |
| 7. | Review of Website | D. Cox |
| 8. | 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 Chairperson Bob Matthews.

IN ATTENDANCE: In attendance were the following Commissioners:

Jim Abraham Martin Arnold Tom Ginis Beryl Kaufman Susan Kohn
Bob Matthews Karl Mizak
and Deborah Cox, Director of Economic Development

Absent: Patricia Connelly, John Malfettone

MEETING MINUTES:

1. Approval of February, 2009 Meeting Minutes

Two corrections were made to the February meeting minutes: 1) remove John Malfettone, and 2) add Martin Arnold.

A **motion** was made to approve the February 19, 2009 meeting minutes with the above modifications was made by Commissioner Kaufman, and seconded by Commissioner Abraham.

VOTE: A vote to approve the February 19, 2009 meeting minutes as modified was passed unanimously.

2. **Economic Development Commission Objectives**

Commissioner Matthews presented the 2009 Objectives for the Commission and its members. The objectives contain six categories:

- Secure funding for a full-time Director
- Establish a Business Advisory Council
- Develop a communications strategy and program that provides additional information to the community
- Conduct a review of the Economic Development Plan and Update for 2009 – 2010
- Strengthen relationships between the Commission and other town entities
- Provide active support in various business retention activities

Further detail is attached.

A **motion** was made to adopt the objectives by Commissioner Abraham, and seconded by Commissioner Ginis.

VOTE: A vote to adopt the objectives for the Economic Development Commission was passed unanimously.

3. **Updated Strategic Plan and Review of Implementation**

The Status Update of the Economic Plan's Implementation Plan was submitted to the Commission for their review. All activities appeared to be on target.

4. **Business Advisory Council**

Commissioner Arnold reported on the outcome of the newly formed Business Advisory Council. The first meeting of the Council was held on March 17. Members on the Council are:

- Trumbull Marriott
- People's United Bank
- Aquarion Water Company
- Hodson Real Estate
- The United Illuminating Company
- The Bridgeport Regional Business Council

Additional members are being considered.

The participants were given an overview of the Trumbull Economic Development activities and the status update from the Economic Development Implementation Plan, and the list of accomplishments. The Council Members were surprised and impressed by what has been achieved.

5. **Budget Update**

Chairman Matthews reported that the Board of Finance voted to remove the director's position as a paid town employee, but approved \$80,000 for contract services. Commissioners Mizak and Matthews, and Director Cox will speak before the Finance Committee of the Town Council on March 26 to reiterate the accomplishments of the Economic Development Commission and its Director. The Town Council will vote on the final Town Budget on April 23.

6. **Director's Report**

Director Cox provided an overview of the attached monthly Director's Report.

7. Review of Economic Development Website

Director Cox presented an overview of the Trumbull Economic Development Website, which has undergone numerous changes in the past couple of months. It is well focused for its targeted audiences – site selectors, commercial brokers, office and retail space seekers, and current business people. Data that is most commonly searched by this audience is easily and quickly found, and the type and amount of information is very comprehensive. Director Cox continuously modifies the website by researching and obtaining updated and pertinent information, in order to keep it current, fresh, and useful.

The meeting was adjourned at 9:45.

Next Meeting: April 16, 2009

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

COMMISSION OBJECTIVES – TRUMBULL EDC

The following objectives are for the Economic Development Commission, and its members for 2009. These are not the specific objectives of the Director, as the Director has many additional responsibilities. However, it should be recognized that some of these objectives will impact in some varying degrees a portion of the director's activities.

The 2009 Objectives are:

1. Secure town funding for the establishment of a full time position of Economic Development Director. Ensure that position is then staffed by July 1 by individual chosen by EDC , with 1st Selectman's concurrence.
2. Establish a Business Advisory Committee (BAC) that will provide counsel to Economic Development on the subjects of the Econ. Dev. Plan, marketing plans and programs, and business retention. BAC will be composed of 8 to 12 senior representatives from Trumbull business community, 2 representatives from EDC, and the Econ. Dev. Director.
3. Develop a communications strategy and program that provides additional information to the community on Econ. Dev. programs and activities. This would include present programs developed by the Director plus additional out reach to the community by the Commission. Trumbull Business News, and its distribution, is a key segment of this effort.
4. Conduct a review of the Economic Development Plan, and update for 2009 – 2010, especially relative to current economic conditions. Through the Director, support programs aligned with the Plan.
 - > review marketing plans and programs that support Econ. Dev. Plan
 - > provide guidance to the Director in pursuit of Economic Development grants
5. Strengthen relationships between the Commission and other town entities – e.g. 1st Selectman's Office, Town Council, Board of Finance, and Planning & Zoning. Commissioners would be expected to be communicating with appropriate members of these bodies on matters related to Economic Development.
6. In partnership with the Director, provide active support in the various business retention activities and programs. EDC members will also be expected to bring forth new ideas on the subject of business retention. Specific examples of programs requiring active commissioner support would be:
 - > Organizing annual Business breakfast
 - > Developing and implementing business recognition program
 - > Hosting events on specific subjects of interest to business community

Director's Report

Recruitment Activities

- New Businesses:
 - Sun Products announced their lease on Trefoil Drive. They may also take approximately 6,000 s/f on Spring Hill.
 - Welcomed Lawyers Title (from Fairfield) and Bpt 1 2 3 to 6515 White Plains Road
 - Welcomed Recovery Planner to Merritt Boulevard from Shelton
- New Prospects
 - Gave tour to CEO of company who is looking to buy a 3,000 – 4,500 s/f building. Presently, no building for sale of that size exists except for the one on White Plains Road, which did not suit this company's needs
 - Responded to inquiry for 20,000 – 30,000 space for distribution center and provided two possible locations. No response from the person making the inquiry.
 - Responded to inquiry for 10,000 – 27,000 building for sale. No building of that size is currently for sale.
 - Liquor license application has been submitted for Marissa's new building (which is expected to be built this spring).
 - O'Bar is expected to be signing a lease with Trumbull Center to take over the Grille & Bar space.
- Status of Previously Reported Open Prospects:
 - Greenwich Wine Store decided not to open new business in Trumbull
 - In-home daycare center is in licensing stage and all is projected to go forward
 - After speaking with State officials and landlord, we are still optimistic that a large business who has been looking at a significant amount of space in Trumbull will be signing the lease they have in their possession. Economy has slowed most deals.
- Posted new and updated listings on website. We are now exclusively using CERC to update our commercial property inventory list because most brokers and site selectors begin with a broader website to find locations. Once sites are identified, a broker is then likely to investigate the town websites for additional information. However, the town website has a seamless direct link to the CERC website, so vacancies can be found through our website as well.
- We continue to explore options to the tax abatement program for new businesses who will make significant investments. I am looking at what other towns are doing and will then meet with the Tax Relief Committee to discuss options.

Retention & Expansion Activities

- Business and Career Resource Center (BCRC):
 - Continuous update to the website. Task force to review the activities of the Center in mid-April.
- Helped CooperSurgical with changes to the GBTA bus route so that the bus will be able to pick up and drop off employees at the door instead of ½ mile down the road at the end of Corporate Drive.

- Helped CooperSurgical identify training sources for ESL and computer training
- Met or had discussions with the following businesses:
 - Trumbull Center: Center owners, Sun Tan, Dunkin Donuts, Courtesy Carpet, Marie's, Poricelli's, Starbucks, Capital Finance,
 - Corporate Park: Field Brothers, Spinnaker, Gartner, Sentinel Data, Pilot Pen
 - Westfield Mall
 - Other: TutorTime, Sun Products, Mike Daily, Monroe Business, New Boston
- Prepared for and Participated in Business Advisory Council
- Participated in Trumbull Chamber Board Meeting
- Spoke with DEDC about stimulus package, as well as status of Trumbull business prospects in which they are involved. Additional information cannot be shared until agreements are finalized.
- Circuit City closed this month.

Marketing/PR

- Marketing & Advertising:
 - We are advertising in the March 30 Econ. Development Issue of the Fairfield & Westchester County Business Journals
- Began updating the EDC Plan

Community Development Activities and Projects:

- Beautification and Revitalization:
 - Lowest bidder has been selected for the sidewalks, pending approval from DECD.
 - Issues with beautification signs for Vazzys and Marriott being resolved by Patricia Pavia, as Ken Martin reported that the Marriott location has been taken by Attorney Nicola.
- Community Conversations:
 - Worked with Kate Donohue on final report for the February Community Conversations event.
- Worked with Planning Department on the Main Street Design District.

Respectfully Submitted By,

Deborah Evans Cox
 Director, Economic Development