



**Town of Trumbull  
Economic Development Commission Meeting**

Long Hill Room – Trumbull Town Hall

Trumbull, CT 06611

Thursday, October 18, 2007

7:15 p.m.

**AGENDA**

- |    |  |                                |
|----|--|--------------------------------|
| 1. | Review and Approval of August Meeting Minutes    | R. Matthews                    |
| 2. | Review and Approval of September Meeting Minutes | R. Matthews                    |
| 3. | Director's Report                                | D. Cox                         |
| 4. | Ethical Business Practices                       | M. Arnold                      |
| 5. | Draft Strategic Plan Review                      | D. Cox,<br>R. Matthews,<br>All |
| 6. | New Business                                     | All                            |

**CALL TO ORDER:** The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:30 p.m. by Chairperson Bob Matthews.

**IN ATTENDANCE:** In attendance were the following Commissioners:

Martin Arnold      Beryl Kaufman      Bob Matthews  
Steve Hodson      Karl Mizak

Deborah Cox, Director of Economic Development

Absent: Jim Abraham, Barry Diamond, Jeff Dorfman, Susan Kohn

**MEETING MINUTES:**

**1. Approval of August 16, 2007 Meeting Minutes.**

A **motion** was made to approve the August 16, 2007 meeting minutes by Martin Arnold, and seconded by Beryl Kaufman.

**VOTE:** A vote to approve the September 17, 2007 meeting minutes was passed unanimously.

**2. Approval of special meeting of September 17, 2007 Meeting Minutes.**

A **motion** was made to approve the minutes of September 17, 2007 by Steve Hodson, and seconded by Martin Arnold.

**VOTE:** A vote to approve the September 17, 2007 meeting minutes was passed unanimously.

**3. Director's Report**

Deborah Cox submitted the Director's report for September/October, 2007. See Attachment.

**4. Ethical Business Practices**

Martin Arnold proposed some wording to be incorporated into the EDC Values Statements regarding EDC's position on encouraging ethical business practice for all new and existing businesses, and for responsible growth for the EDC and all town commissions. After incorporating suggestions made by the Commission, wording will be added to the EDC website. Martin Arnold will also help to establish an EDC award for high ethical standards and significant commitment to supporting the Trumbull Community.

A **motion** was made by Steve Hodson to incorporate the values statement into the EDC Operating Principles Document, and to publish it on various EDC materials. The motion was seconded by Beryl Kaufman.

**VOTE:** The vote to incorporate the values statement into the EDC Operating Principles and to publish it as a goal on EDC materials was passed unanimously.

**5. Strategic Plan**

A draft of the EDC Strategic Plan was provided for review and comment. The EDC members will review the draft and provide suggestions and changes to Deborah Cox during the next two weeks. Deborah Cox will incorporate changes and a second draft will be distributed for comment before the November meeting.

**6. Other Business**

- The EDC reviewed the attendance record of all members. Bob Matthews suggested that members should consider their attendance and their ability to meet the commitment to the EDC. Individual discussions may be appropriate.
- EDC terms for Karl Mizak, Steve Hodson, and Bob Matthews will end in 2007. Each must indicate to Deborah Cox or Bob Matthews whether they would like to renew their three-year term beginning in 2008.
- Bob Matthews asked the commissioners to indicate to him or to Deborah Cox whether they have an interest in pursuing the Chairperson or Vice-chairperson's position in 2008.

The meeting was adjourned at 9:30 p.m.

Respectfully submitted by,

Deborah Evans Cox  
Director



Town of Trumbull  
Economic Development  
September/October, 2007 Report to BRBC

**Director's Report**

**Recruitment Efforts**

- Advertised in Fairfield County Business Journal September and October
- Vacant Properties updated on Econ. Dev. Website & CERC
- Attempted to actively pursue large company who was rumored to need move, but unsuccessful
- Pursued inquiries for office space for: 1) catering business, 2) dog training business, 3) driving school, 4) parking lot for Kennedy Center (done).

**Retention Efforts**

- Met with Affinion, CooperSurgical, Gardner Denver Nash, Patriots Bank, Fairfield County Bank, Nasdaq, Westfield Mall
- Attended various BRBC events and Board Meetings
- Continuing to pursue issue regarding a proposed town ordinance to assist Trumbull Businesses in the bidding process

**Update on Property Developments and P&Z Applications**

- Trefoil project approved (expected tax revenue: approx \$720,000) :
  - 40,000 sf for Interlude expansion
  - 80 unit Assisted Living Facility
  - 60 unit Condos
  - Restaurant
  - Bank
- CooperSurgical expansion of 40,000 sf approved (\$50,000 expected tax rev.)
- 5520 Park Avenue Medical Center expansion of 40,000 sf approved (\$50,000 expected tax rev.)
- \* Note that the above projects were all actively supported in public hearings and through letters and data presented to P&Z and ZBA)

**Marketing/PR**

- Press Release written for projects mentioned above
- Press Release Draft written for United Way Days of Caring

**Planning & Zoning Regs**

- Several conversations with P&Z regarding new regulations
- Presented ideas with Bob Matthews at Public P&Z Hearings on behalf of P&Z
- Provided P&Z with pictures of height concepts for IL-3 Zone

## Other

- Working with Parks Department and pursuing landscape designer for Trumbull Center and Corporate Park
  - Met with Beautification Commissioner regarding potential synergy
  - Met with WICC regarding potential advertising opportunities
  - Met with Paul Timpanelli regarding new Economic Development Council
  - Worked on Strategic Plan
  - Launched United Way Campaign in Town Hall and participated in Days of Caring Committee
  - Attended Main Street workshops and Community Builders session
- Attended U.I. Economic Development Conference. The highlight was Robert Ady, an authority on site selection, who discussed trends in commercial site location and areas on which to focus:

### Trends:

- 1) Site selection is a process of elimination and Connecticut has a challenge with regard to transportation, labor cost, etc.
- 2) The capital/labor mix is changing: Instead of the traditional 100-300 employee facilities, companies are looking for 25 – 50 person facilities. Electric Power is now about 19% of the operating cost. Labor force has to be more highly skilled.
- 3) Manufacturing is moving offshore and higher technical skills are following. However, other countries are coming here.
- 4) Quality workforce is taking on new dimensions, including a more cosmopolitan style, creative, innovative, and flexible. Training is going to be key, and the utilization of colleges is critical.
- 5) Companies will only look at sites that are “shovel-ready.” They have no time for zone changes, etc. If you don’t have the product, don’t bother pursuing.
- 6) Speed is critical. They want to know that you have a corporate environment ready for time compression. Hence, it’s important to make the town’s information readily available: available locations, college enrollments, airports, maps, geography, clusters, etc.
- 7) Companies are looking for locations that are transferee-friendly. Hence, housing costs and availability, relocation team, and family hosting are needed.
- 8) Image counts: Include pictures, prove you are a winner (eg., Money and Connecticut Magazines).

Focus Areas:

- 1) Potential target clusters include European countries, advanced manufacturing, startup businesses, existing businesses, and tourism
- 2) Improvement of Location Environment: This requires
  - active Economic Development
  - air service nearby
  - perception of area by uninformed (eg., good press)
  - ease of data retrieval (eg., website must be content rich and easy navigation)
  - aggressive marketing
- 3) - Focus on retention and growing your existing businesses.
  - 70% of jobs are created by businesses that are already here

Respectfully Submitted By,

Deborah Evans Cox  
Director, Economic Development