



**Town of Trumbull  
Economic Development Commission Meeting**

Long Hill Room  
5866 Main Street  
Trumbull, CT 06611  
March 18, 2010 7:15 pm

- |    |   |          |
|----|---|----------|
| 1. | Approval of Meeting Minutes   | T. Ginis |
| 2. | Director's Report <ul style="list-style-type: none"><li>- Business Advisory Council</li><li>- Trumbull Corporate Park Association</li><li>- Marketing</li><li>- Projects Update</li><li>- Tax Abatement Project Status</li><li>- Grants</li></ul> | D. Cox   |
| 3. | Budget Status   | D. Cox   |
| 4. | Goals/Objectives  |          |
| 5. | EDC Breakfast Event   | D. Cox   |
| 6. | Other Business  | All      |

**Call to Order:** The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:20 p.m. by Chairman Tom Ginis.

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

Jim Abraham	Patricia Connelly	Beryl Kaufman
Karl Mizak	Ralph Sather	

and Deborah Cox, Director of Economic Development

**Absent:** Tom Ginis, Jack Berg

- Meeting Minutes:**

Upon review, changes to the meeting minutes were requested to reflect that Commissioner Mizak was not in attendance at the January meeting.  
A motion to accept the meetings minutes of February 18, 2010 as amended was made by Commissioner Kaufman and seconded by Commissioner Mizak.  
The meeting minutes of February 18, 2010, as amended were unanimously approved.

## 2. Director's Report:

Below is an excerpt from the attached Director's Monthly report

- Business Advisory Council met on March 8 to go over progress made to Business Resource Document. Ms. Cox will be continuing with the document. BAC to meet again in May.
- The first meeting of the Trumbull Corporate Park Association met on March 11. The turnout was good and the receptivity of the association was very positive. Outcomes included some action items, (including getting the traffic signal fixed at the end of Merritt Boulevard), and common sense of community. A Corporate Park Association Walk for the CT Special Olympics is scheduled in June.
- Marketing efforts included completion and distribution of the newsletter, as well as press release regarding Trumbull Corporate Park.
- Project Status Update
  - Westfield Revitalization: Completion scheduled for late November
  - Norma Pfriem Cancer Center: Approved – will begin construction in May
  - Luigi's Expansion Project: Awaiting mixed-use zoning regulation, and then will submit application for project approval
  - Trumbull Center Streetscape:
    - Trumbull Center: Work to begin in April for Phase I
    - Hotel in Corporate Park: On hold for this year.
    - Route 111/Trefoil: On hold for financial reasons – lost potential tenant
    - Home Depot: Site work is underway with an expected opening of May, 2011
  - Marisa's Parcel: Received modifications to current Special Permit  
We're awaiting their next steps
  - Bridgeport Realtors: Approved by P&Z. Negotiations on property not yet complete.
- Tax Abatement Project Abatement  
We are awaiting appointment of Tax Review Committee Members and approval of those members from Town Council. Once the Committee has been approved, the Economic Development Commission can present the new abatement proposal that was developed by Director Cox and Commissioners Sather and Berg.
- Grants  
Director Cox worked with Chief of Staff Dan Nelson and a consultant to submit a federal grant request in the amount of \$500,000 for a regional emergency dispatch center. The next step is to meet with Senator Himes and leading officials in Trumbull, Monroe, and Easton who are requesting the grant.

Director Cox is heading up the Neighborhood Assistance Program Grant requests for the town's non-profits to apply for assistance from for-profit organizations who in return can get tax credits for funding assistance.

## 3. Budget Status

- Economic Developments budget request has passed through the Board of Finance. The next step is the hearing for the Finance Committee of the Town Council.

## 4. Goals/Objectives

- Director Cox provided a quarterly status update of the economic development goals and objectives. Overall, we are on target, with the exception of a missed newsletter due to work schedule. However, the newsletter should be ready in May, thereby providing 4 newsletters this fiscal year. The full update is attached.

## 5. EDC Event

- The annual EDC Breakfast will be scheduled for May. Director Cox suggested that Jim Randel of Norwalk be the guest speaker because of the success he has had in the commercial real estate market during very difficult times. He is a motivational speaker and also has written books on Success and Real Estate Investment. The commission agreed with the choice. A date, place, and time will be confirmed for the event. All Trumbull Businesses will be invited.

6. Other Business

- First Selectman Tim Herbst will be giving his address to the BRBC Business Community on March 31. All Commissioners are encouraged to attend.

Meeting Adjourned at 9:00 pm

Respectfully Submitted By:

Deborah Cox  
Director, Economic Development  
March, 2010 Director's Report Attached

Town of Trumbull  
Economic Development  
March, 2010 Report

**Director's Report**

**Recruitment Activities**

- New Businesses:
  - Girl Spot
  
- Status of Previously Open or Pending Prospects:
  - Dead -- Data Center Company looking for approx. 20,000 s/f. Broker reports that the company has not made any moves, so at this point we should consider it dead.
  - Open -- Fitness Center: (still in discussions).
  - Dead -- Existing Trumbull company looking to relocate their data center (4,000 sf). They will try to make due with current space.
  - Open -- Energy related company currently in negotiations with Trumbull building owner.
  - Dead -- Food processing company considering Trumbull. Their engineer determined that our site will not work for them.
  - Open -- Power Company: Have expressed interest in finding a building in Trumbull. Some options have been provided.
  - Open – Jewish Home for the Elderly
  - Open – Storage company submitting plans to P&Z in March
  
- Tax Abatement Program: Worked with Commissioners Sather and Berg on strategy to go forward. This will be presented at February EDC meeting.

**Retention & Expansion Activities**

- Met with the following companies:
  - Unilever
  - Luigi's
  - Trumbull Corp. Park Members (20)
  - Verizon
  - Peoples
  - BAC Members (3)
  
- Attended P&Z Meetings to support:
  - expansion of Luigi's
  - Design District expansion to accommodate Church Hill Road
  - Norma Pfriem expansion
  
- Met with Westfield and Trumbull Day Commission to discuss possibility of holding Trumbull Day on Westfield Property. For financial reasons, The First Selectman decided to eliminate Trumbull Day for this year.
  
- Facilitated BAC Meeting on March 8<sup>th</sup>.

- Coordinated/facilitated Trumbull Corporate Park Association Meeting

## **Marketing/PR**

- Marketing & Advertising:
  - Updated Trumbull Business Directory
  - Added local job availability to our Website
  - Finished and published Newsletter
  - Continued work on Business Resource Package (currently 31 pages)
  - Submitted article on Census and Trumbull Corporate Park Association
  - Attended Networking meetings (Trumbull Chamber, CERC, Fairfield County Commercial Brokers)

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

- Beautification and Revitalization:
  - Brick Sidewalks on hold until warmer weather
  - Lights for Trumbull Center on order
- Community Grants:
  - Working with the Chief of Staff, Dan Nelson, on identifying grant opportunities for the town.
  - Helped to finalize and submit the appropriations request grant for regional emergency dispatch center.
  - Working on Neighborhood Assistance Grant Applications Notices
  - Attended CT Small Cities Grant Program Workshop

## **Status of Commercial Development Projects:**

- Westfield Revitalization: Work on revitalization is underway.
- Hotel in Corporate Park: On hold for this year.
- Route 111/Trefoil: On hold for financial reasons – lost potential tenants
- Park Avenue: Norma Friem Breast Cancer Treatment Center will be going before P&Z for Special Permit February 24.
- Luigi's Expansion: P&Z is working on zoning changes to accommodate mixed use in BC zones.
- Trumbull Center Rev.: Work is due to begin in April.
- Home Depot: Site work is underway with an expected opening of May, 2011
- Trumbull Center: Plans have been submitted to Building Department. Construction to begin by end of January
- CooperSurgical CO granted. 20 – 30 new jobs as a result.
- Sun Products Completed with official opening Jan. 22.
- Marisa's Parcel Received modifications to current Special Permit We're awaiting their next steps

- Bridgeport Realtors      Approved by P&Z. Negotiations not yet complete.

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

- P&Z working on zoning changes that will eventually accommodate some potential mixed use projects.
- Design District application for Church Hill area across from Town Hall scheduled for P&Z Hearing on February 24

Respectfully Submitted By,  
Deborah Evans Cox  
Director, Economic Development

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

Category	Activity	Expected Date	Status Update (March 2010)
<b>Attract and recruit new business to retail centers</b>			
	<b>Trumbull Center:</b>		
	a. Complete the STEAP revitalization project	July	Completed expected spring 2010 Worked with Trumbull Center on prospective clients, announcement of new plans.
	b. Work with Trumbull Center to introduce new vision of Trumbull Center	August	Plans approved in Trumbull Center -- awaiting better weather to begin Phase 1
	c. Assist with recruiting businesses (direct marketing)	Ongoing	Inventory on website
	<b>Westfield Mall:</b>		
	a. Develop specific programs to market the mall to retailers	Ongoing	Inventory on website. Plans for mailing to retail brokers. Ongoing discussions with existing prospects & announcements of new leases expected by April
<b>Attract Business Industries (non-retail)</b>			
	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	--on hold until buildings have stabilized Steap grant denied by state again this year (letter received in October). New Application to be submitted in spring 2010
	d. Grant for gateway to industrial park	September	Assisting tenant in Trumbull Center. Sent out SCORE's finance workshop announcement in Oct.
	e. Assist businesses with finance resources where appropriate	Ongoing	Began discussions with Tax Assessor, other Towns, and Peter Lendt at DECD Draft of a proposal to be reviewed with DECD in December. Draft is ready to be reviewed by Tax Relief Committee Held discussion with Fairfield County Medical Association. Also raised idea with United Healthcare. Norma Pfriem application approved in February.
	f. Explore development and implementation of incentives and apply as appropriate	July	Talking with Bpt Hospital about further expansion
	g. Explore marketing to healthcare-related industries	Ongoing	

**PROSPECT UPDATE**

**Prospects:**

Have worked with 25+ new prospects since June (55 in 2009). Of these prospects, Econ. Dev. has had direct involvement with the following companies who have signed leases:

- Sun Products
- Peco Pallet
- Dr. Natalie Colicci
- Gaylord Sleep Center

**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 Dr. Natalie Colicci
b. Facilitating zone changes and design for new opportunities (such as Adaptive Reuse, Lower Main Street, and Long Hill	Ongoing	Adaptive Reuse is complete. Actively pursuing tenants for 5 houses on Main street. Currently working on Luigi site, Design District expansion near town hall.

**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, Unilever, Continuous meetings through Chamber, TBN, Business Advisory Council, Trumbull Corporate Park, and individual meetings
b. Economic Development Director to meet with local businesses each month	Ongoing	
c. Economic Development Director to attend networking meetings such as Trumbull Chamber members to stay in touch with business concerns	Ongoing	Attended BRBC events, Spoke at BNI
d. Distribute Quarterly Newsletter	Quarterly	Sent out Newsletter in August, November, March.
e. Distribute e-blasts as appropriate	Bi-monthly	Sent eblasts and twitters to announce events
f. Hold Annual Business Breakfast for all Trumbull Businesses	June	Held in June 2009. Will hold one in May 2010
g. Collaborate with BRBC on Business In Bloom Award	May/June	done
h. Work with Spinaker and Sentinel on marketing initiatives	Summer/ Fall	Met with Spinaker. They are not ready to market because of financial issues Sentinel sold their building to Digital Realty Trust in December. 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	Corporate Park Association established - - will meet 2-3 times per year
j. Maintain useful web resources for local business	Ongoing	continue to add maps, business resources, incentives, and marketing information

## Foster a Strong Business Climate

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|---|---------|---|
| a. Enhance Business Resource Center where appropriate | Ongoing | Continuous updates (stimulus, financial resources, career websites)<br>BAC, Trumbull Corp. Park., one-on-one visits |
| b. Support and respond to business support needs      | Ongoing | Restaurant Week held in October. Met with businesses regarding marketing needs                                      |

## Community Development

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| 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 directors of BEI and Channel 17.<br>Working with Schools on Sun Products recycle program.<br>Facilitated PR for Library resources |
|--|---------|---|

## Marketing Awareness of Economic Development

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| 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<br>Restaurant Week<br>Newsletters<br>Money Magazine Award & Relocate America on town website<br>Continuous update of Website<br>Working on Trumbull Business Resource Handbook |
|---|---------|---|

## State Agencies

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|--|---------|--|
| Establish and maintain relationships with state and local government | Ongoing | Attend meetings with DECD and CERC<br>Member of Board of Directors at CT Econ. Dev. Association<br>Committee member of CEDAS |
|--|---------|--|