



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

Long Hill Room  
5866 Main Street  
Trumbull, CT 06611  
February 17, 2011 7:15 pm

**AGENDA**

- |    |                             |            |
|----|-----------------------------|------------|
| 1. | Approval of Meeting Minutes | J. Abraham |
| 2. | Director's Report           | D. Cox     |
|    | - Budget Update             |            |
|    | - Tax Abatement Update      |            |
|    | - Home Depot                |            |
| 3. | Marketing Program Update    | R. Sather  |
| 4. | Business Breakfast          |            |
| 5. | Other Business              | All        |

**MEETING MINUTES**

**Call to Order:** The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:15 p.m. by Chairman Abraham.

**In Attendance:** The following Commissioners were in attendance:

Commissioners:	Jim Abraham	Jack Berg	Beryl Kaufman	Karl Mizak
	Tom Ginis	Dave Rutigliano	Ralph Sather	Scott Wich

Staff: Deborah Cox, Director of Economic Development

**Absent:** Jack Berg

The meeting was opened by Chairman James Abraham at 7:20 pm.

**1. Meeting Minutes:**

A motion to accept the meetings minutes of January 20, 2011 was made by Commissioner Rutigliano and seconded by Commissioner Wich.

The meeting minutes of January 20, 2011 were unanimously approved.

## 2. Director's Report:

The full Director's Report is attached. Below are the selected highlights from the report:

- **2011-2012 Budget**

The First Selectman approved the Economic Development proposed budget. The budget hearing for the Board of Finance is scheduled for February 22. The First Selectman has indicated to Chairman Abraham that he does not anticipate a problem.

- **Tax Abatement**

The Tax Incentive Committee will meet on February 24 with Attorney Kokenos to discuss outstanding concerns and issues. EDC Commissioners are encouraged to review and provide input before that meeting, if possible.

- **Home Depot**

Home Depot's Grand Opening is scheduled for March 2 at 4:00. EDC Commissioners are encouraged to attend.

## 3. Marketing Update:

Commissioner Sather presented the importance of a solid positioning statement, a good understanding of the target markets, including what they think, what we want them to think, and what values Trumbull has to offer. He also introduced the concept of coming up with a powerful slogan that aggressively speaks to our target audiences. Ultimately, we will create a strategic marketing plan that consists of positioning, target audiences, goals, strategies, activities, budget, annual calendar, and measurement plan.

The next steps are for the EDC to provide input to the matrix of identified audiences and what they are and should be thinking about Trumbull. Simultaneously, Commissioner Sather and Director Cox will continue to work on and distribute the EDC:

- further fleshing out the target audiences,
- the programs that are used to target them,
- the impact of those programs,
- the value(s) of being in Trumbull,
- a strong positioning statement,
- testimonials
- sample slogans (also input from EDC Commissioners)

## 4. Business Breakfast:

The business breakfast is targeted for May. Chairman Abraham requested additional ideas for speakers, and he will investigate the availability of Nick Perna.

## 5. Other Business:

None.

Meeting Adjourned at 8:30 pm

Respectfully Submitted By:

Deborah Cox  
Director, Economic Development  
February, 2011 Director's Report Attached

<b>2011 EDC Meeting Dates:</b>	Jan 20	Feb 17	Mar 17	April 21	May 19	June 16
	July 21	Aug 18	Sep 15	Oct 20	Nov 17	Dec 15

**Town of Trumbull  
Economic Development  
February, 2011 Report**

**Director's Report**

**Business Recruitment:**

- Spoke with CBRE, Cushman Wakefield, and ReMax about office vacancies. I am working with one broker on an article regarding the Healthcare industry to try to attract attention.
- CBRE indicates that interest in office is picking up.
- Involved with trying to get a bank interested in locating at Long Hill (per the interest of the owner of the new building)
- Assisting private personal trainer with leasing space in Trumbull. He will need a text amendment in order to be able to apply for a special permit.
- Restaurant interested in moving to Trumbull (his CPA contacted us and we will be meeting with him on March 3).
- CT DECD has a prospect looking at Fairfield County for a combined office/industrial space. They are more interested in lower Fairfield County. We submitted a couple of building listings to them. One in particular may be a good match, but no word as of yet regarding the client's interest.
- Status of Previously Open or Pending Prospects:
  - Open - Restaurant (has a restaurant in Milford)
  - Dead – Women's Gym (looking at a number of locations) (nothing suitable found yet)
- Tax Abatement Program: The Town Attorney has provided suggested changes to the draft abatement program. The next step is to meet with the committee to go over the suggestions.

**Business Retention & Expansion**

- Met with Karen DelVecchio regarding a plan to jointly visit the newer businesses and get them engaged in the Chamber and the town. Visits will start at the end of February.
- Starting planning for Business Breakfast (end of April).  
Looking into a speaker (Dave Rutigliano supplied one choice)  
Looking into giveaway

## Marketing/PR

- Promoted Trumbull business and events on Facebook and Twitter
- Article in New England Real Estate Journal has been resubmitted for a broader reader base (all of New England).
- Working with EDC Commissioner Ralph Sather on new branding and marketing plan
- Helped get local business news stories in CT Post: Mary Whatley, Realtor and Monroe Business Systems.
- Working on Healthcare story to help promote new building on Quarry Road.

## Community Development:

- **Community Grants:**
  - Working with Dept of Transportation, Greater Bridgeport Regional Planning Association, outside design consultant, and Public Works to talk about process for paving Merritt Boulevard. The project will be a \$1.3M project for which 80% of the funding will come from Federal Funds, and 20% from Town funds. In addition, the Town is responsible for all project design consultant fees. It should be noted that we are exceptionally fortunate to receive this type of funding because it comes from funds that will not be available after this fiscal year. The amount we will be receiving represents close to the total amount awarded to the entire region for paving projects in a given year.

I have set up a public information meeting (scheduled for Feb 22 at 6:00 pm), and all abutters have been properly notified. An ad has also been placed in the paper and on the Town Website. Town Council will then need to pass a Resolution (which I have crafted) before the project is completely committed.

- Began work on the 2 STEAP Grants. The budget has been outlined and submitted to the DECD. We are currently looking at samples of signs for the Corporate Park.
- Home Depot:
  - Coordinated High School Band, Trumbull Recreation Dept, and Trumbull Senior Center which Home Depot will be presenting two \$1,000 gift cards, and one \$200 gift card to these groups respectively.
  - Working with Home Depot to help coordinate their grand opening plans. The grand opening will be held March 2 at 5:00pm with activities going on through March 5.
  - Coordinated meeting with the First Selectman, and the head of the Economic Development and Planning & Zoning Commissions and Departments to discuss the First Selectman's goals for the two groups. Unfortunately, the meeting was cut short and will have to be reconvened after the budget has been submitted.

## Status of Commercial Development Projects, Proposals, and Targeted Properties:

<b>Design District/ Professional</b>	Approved: Will start construction in the spring for
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<b>Office District</b>	Professional Medical Building for Dr. Patrignelli on Church Hill Road was approved by Planning & Zoning.
<b>Long Hill Green (Luigi's) Proposal</b>	looking for tenants
<b>Park Avenue</b>	Norma Pfriem Breast Cancer Treatment Center is now under construction – due to be completed by year-end 2011
<b>Trumbull Center Revitalization</b>	Work on Phase One complete. Subsequent Phases have gone out to bid and are expected to start next spring.
<b>Reservoir Avenue (Henderson Property)</b>	Owner speaking with First Selectman on some options
<b>Home Depot</b>	Grand Opening events are March 2 - 5
<b>Retail Site next to Home Depot</b>	Construction has begun. Tenants being pursued.
<b>Marisa's</b>	Owner expected to submit a new application for a two-story building (original building approval was one story). The engineer has not completed the new design
<b>Bridgeport Realtors</b>	Approved by P&Z. Negotiations with the owners not yet complete
<b>Scan Tools</b>	Finishing construction this year. However, Nash Engineering may not be needing the planned 12,000 s/f. Their corporate headquarters are determining that now.
<b>Medical building on Quarry</b>	Approved – Now seeking State Traffic Commission Approval

Respectfully Submitted By,  
Deborah Evans Cox  
Director, Economic Development