



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

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

AGENDA

- 1 Approval of February Meeting Minutes
- 2 Director's Report
- 3 Review material for marketing plan.
 - Finalize positioning statement
 - Determine Slogan
 - Identify next steps
- 4 Other Business

MEETING MINUTES

Call to Order: The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:30 p.m. by Chairman Abraham.

In Attendance: The following Commissioners were in attendance:

Commissioners: Jim Abraham Beryl Kaufman Ralph Sather Scott Wich

Staff: Deborah Cox, Director of Economic Development

Absent: Jack Berg, Patricia Connelly, Tom Ginis, Karl Mizak, Dave Rutigliano

The meeting was opened by Chairman James Abraham at 7:30 pm.

1. Meeting Minutes:

Meetings minutes of January 20, 2011 were not voted upon due to lack of quorum.

2. Director's Report:

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

- **2011-2012 Budget**
The budget hearing for the Town Council is scheduled for March 23.
- **Tax Abatement**
The Tax Incentive Committee met on February 24 to work with Attorney Kokenos to discuss outstanding concerns and issues. The Committee also incorporated some helpful suggestions made by EDC

Commissioner Scott Wich. The next meeting will be scheduled for April.

- **EDC Breakfast**

The Annual EDC Breakfast is scheduled for May 3rd at the Trumbull Marriott. The guest speaker is Economist Nick Perna from Webster Bank.

- **Prospects**

Director Cox reported that commercial prospects are picking up slightly, although it's tough to tell how many of them are serious. Competition is still challenging, as all office prospects are looking at multiple towns, and even states, before making any decisions.

3. Marketing Update:

Commissioner Sather presented the work done with Director Cox on the targeted audience, draft position statement, impact on programs, sample testimonials, and suggested slogans from all the EDC Commissioners.

Director Cox pointed out that during the February meeting Commissioner Sather had suggested, "Trumbull Works!" as a slogan. Commissioner Kaufman pointed out that Stamford uses, "Stamford -- The City that Works" as part of their slogan (or essential message). It was suggested that the two slogans might be too close and another slogan might be best. However, in further contemplating the "Trumbull Works!" slogan and the many other suggested alternatives, Director Cox requested that the Commission reconsider "Trumbull Works!" because it is powerful, and if implemented well, it could have a very unique effect and message compared to Stamford's essential message. Commissioner Sather further explained the branding of an essential message and supported the concept of differentiating Trumbull from other towns. Those in attendance agreed that "Trumbull Works!" is a good fit, and favored that slogan.

The next step is to gain concurrence from the rest of the EDC within the next week so that we can go forward with generating appropriate materials, testimonials, and the overall marketing plan. As mentioned previously we will ultimately create a strategic marketing plan that consists of positioning, target audiences, goals, strategies, activities, budget, annual calendar, and measurement plan.

4. Other Business:

None.

Meeting Adjourned at 8:52 pm

Respectfully Submitted By:

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

2011 EDC Meeting Dates:	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
March, 2011 Report**

Director's Report

Business Recruitment:

- Prospects this month:
 - Restaurant in West Haven
 - Bank
 - personal trainer/gym
 - cookie party
 - high end fitness equipment manufacturer
 - warehouse storage
 - medical user
 - Paintball company

- Status of Previously Open or Pending Prospects:
 - Dead – Restaurant (has a restaurant in Milford) – going to Fairfield

- Tax Abatement Program: Met with the Tax Screening Partnership Committee to go over the suggestions. All changes have been incorporated. We will meet one more time to finalize the changes, and put together a presentation to go before Town Council for approval.

- Westfield:
 - H&M opening close to June
 - LA Fitness starting construction this month (March)
 - We will be working with Westfield on Fireworks event

- Zoning:
 - Supported personal trainer who was approved for Special Permit at 100 Corporate Drive
 - Supported Route 111 zoning amendment to remove requirement that a car-related business must be at least 1500 ft distance from another car-related business.

Business Retention & Expansion

- Partnered with TCC and visited seven companies located at 35 Corporate Drive.
- Confirmed speaker and hotel for Business Breakfast – scheduled for May 3.

Marketing/PR

- Working on marketing plan with Commissioner Sather
- Article in Fairfield County Business Journal
- Updated some properties on the website and provided some real estate listings to be placed on the U.I. website

Community Development:

- **Grants:**
 - Continued working on the Merritt Boulevard Paving Grant. Received Town Council approval for the \$1.3M project.
 - Met with DECD to discuss the \$92,000 STEAP Grant for Trumbull Center and the \$100,000 STEAP Grant for Merritt Boulevard Landscaping.
- **Home Depot:**
 - Finalized grand opening held on March 2. Since that time, business seems to be very strong.
- **Events:**
 - Westfield Fireworks: starting conversations this month
 - Beardsley Celebrates Trumbull Day (awaiting a date. We will get business involvement again.
 - State of the Town – March 24
 - Business in Bloom – June

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

Design District/ Professional Office District	Will start construction in the spring for Professional Medical Building for Dr. Patrignelli on Church Hill Road was approved by Planning & Zoning.
Long Hill Green (Luigi's) Proposal	looking for tenants – the owner will be meeting with me and a prospective tenant at the end of March.
Park Avenue	Norma Pfriem Breast Cancer Treatment Center is now under construction – due to be completed by year-end 2011
Trumbull Center Revitalization	Awaiting an update on progress. Construction was halted all winter.
Reservoir Avenue (Henderson Property)	Legal notice in paper suggests that Sacred Heart has bought this property
Home Depot	Grand Opening held on March 2
Retail Site next to Home Depot	Construction has begun. Tenants being pursued.
Marisa's	Owner expected to submit a new application for a two-story

	building (original building approval was one story). They have come into P&Z for some assistance.
Bridgeport Realtors	stalled
Scan Tools	Nash will not be needing the extra space, so this construction project is halted.
Medical building on Quarry	Approved – Now seeking State Traffic Commission Approval

Respectfully Submitted By,
Deborah Evans Cox
Director, Economic Development