Town of Trumbull
Economic Development Commission Meeting
5866 Main Street
Trumbull, CT 06611
Thursday, August 16, 2007
7:15 p.m.

AGENDA

1.	Approval of July Meeting Minutes	Bob Matthews
2.	Update on P&Z Regulations Meetings	Deborah Cox/Jim Abraham
3.	Trefoil Project Update	Bob Matthews
4.	Review of Report from Steve Hodson	Steve Hodson
5.	Director's Report Recruitment Efforts - CERC Updates Retention Efforts - Misc Marketing/PR - Advertising Other - Town Ordinance - Annual Report - Town Guide	Deborah Cox
6.	SWOT Exercise	Deborah Cox
7.	New Business - Proposed September Meeting 9/18 - Other	All

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CALL TO ORDER: The regular 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:
Jim Abraham Jeff Dorfman Beryl Kaufman
Susan Kohn Bob Matthews

Deborah Cox

Absent: Martin Arnold, Barry Diamond, Steve, Hodson, Karl Mizak

MEETING MINUTES:

1. **Approval of July 19, 2007 Meeting Minutes**.

A **motion** was made to approve the minutes of June 21, 2007 by Jim Abraham, and seconded by Beryl Kaufman.
VOTE: A vote to approve the July 19, 2007 meeting minutes was passed unanimously.

2. **Update on P&Z Regulations Meetings**
Deborah Cox and Jim Abraham reported on the P&Z draft of regulations review meeting of July 25. The P&Z Commission met with Dick Eigen to review specific components of the draft of the new P&Z regulations. Deborah Cox and Jim Abraham were in the audience and were offered to provide input on concerns related to economic development. Of particular interest to Economic Development were the following recommendations for the P&Z Commission:

- Eliminate the one use per building and two uses per district in the Design District
- Allow for appropriate size of signage (such as 3x2) as determined by transportation and speed studies.
- Provide parking regulations for design districts based on square footage (such as 1 space per 250 sf)
- Restrict combined lots but allow for easements for in and out for two or more lots.

- Create a "permitted use" list for IL-2 and IL-3 zones. Begin with the list that exists for the BC zone.
- Eliminate 50% requirement and "excess space" requirement in Section 4.1 that refers to allowing medical use in an IL zone where there is excess space.
- Change wording in Section 6 so that P&Z reviews, and not ZBA
- Eliminate Compatible Alternate Use in all SP. The EDC recommends the ability to include free standing restaurants in IL zones for the convenience of the employees in the businesses.

Other EDC recommendations will be discussed at the August 22 P&Z meeting. Items to be discussed are expected to include such items as heights, mixed use development, design districts, village districts, home office flexibility.

3. **Trefoil Project**
Bob Matthews reported that ZBA passed the Trefoil project by a vote of 4-1. Trefoil will go before P&Z in September.

4. **Review of Report from Steve Hodson**
Due to Steve Hodson's absence, a full discussion on his email did not take place.

5. Director's Report
Deborah Cox submitted the Director's report for August, 2007. See Attachment.

6. SWOT Exercise
- The SWOT Exercise was delayed until September so that the full EDC can be present. A special working session will be convened in lieu of the standard monthly meeting. A date will be determined.

7. **New Business**
- Bob Matthews submitted the attached Annual EDC Report to the First Selectman's Office
- Bob Matthews submitted a suggestion for a new town ordinance that allows for reasonable favoritism for Trumbull businesses during the bidding process as long as all things are equal with the lowest acceptable bid. The letter to Ray Baldwin (copied to Mark Altieri) is attached.

Meeting Adjourned at 9:07 p.m.

Next Meeting – September's meeting date will be determined in order to coordinate a longer special working session.

Respectfully submitted,

Deborah Evans Cox
Director, Economic Development

Attachments

ATTACHMENT I

Town of Trumbull
Economic Development
Director's Report as of August 16, 2007

- Recruitment Efforts
  - Website updates made to reflect changes from Brokers
  - CERC being updated in August
  - Sent out package to area business possibly looking to move in the future
- Retention Efforts
  - Cadbury sent official letter stating they would be moving to Plano in 12 months
  - Met with Goldman and Soto regarding funding for alternative energy
  - Met with Nasdaq, Westfield, and Maefair
  - Meeting with CooperSurgical rescheduled for this week
- Update on Property Development
  - Trefoil passed through ZBA for mixed use and will meet with P&Z in September
  - CooperSurgical asked for a continuance with P&Z in September
  - D'Addario (nothing to report)
- Marketing/PR
  - Advertising – identified advertising calendar for Fairfield County Business Journal placements – 6 ads to be placed over 12 months instead of 13 ads due to budget constraints
  - Received reprints of flyers. Will mail out to commercial brokers in September
- Other
  - Drafted letter requesting Town Ordinance being recommended in order to give purchasing consideration to Trumbull businesses when all else is fairly comparable
  - Annual Report finalized and submitted
  - The 2007 Town Guide released in August features Economic Development Ad
  - Strategic Plan being developed. Raw data regarding land, employment, and industries accumulated and charted. Analysis of data underway

Respectfully submitted by

Deborah Evans Cox
Director, Economic Development

ATTACHMENT II

2007 Economic Development Commission Annual Report
Period of July 1, 2006 – June 30, 2007

- In July, 2006, The Economic Development Commission created a new Office of Economic Development and hired its first director. Although part time, the position provides more focus and productivity in our efforts to attract and retain businesses to Trumbull.

- The EDC was instrumental in influencing changes to the Master Plan to provide more flexibility for businesses that might better serve of be of interest to the community. The Commission's contributions to the final Plan of Conservation and Development:

    - Creating the concept of "alternate usage" for commercial areas on Reservoir Avenue
    - Preserving "design districts" on White Plains Road, and raising the possibility of a similar concept for Main Street—south of the Merritt Parkway.
    - Establishing more feasibility in green space requirements for new projects and commercially zoned properties
    - Adding concepts of studies for larger buildings in the IL-3 zone.

- The EDC has developed recommendations for changes to Planning and Zoning Regulations relative to commercial and industrial regulations. The identified areas of concern (in no priority order) are as follows:

    1. Design Districts
    2. Restaurants and Leisure Centers
    3. Medical Facilities
    4. Building Heights
    5. Mixed Usage Designations
    6. Architectural Review Processes
    7. Home Based Businesses

- The EDC office has worked on retention efforts for two key businesses in town. One has decided to stay and expand their businesses (net impact of at least 200 jobs). Another business has announced that it will consolidate with its headquartered facilities in Plano Texas and will be moving out of Trumbull by the middle of 2008.

- The EDC implemented key marketing efforts:
    - Developed professional marketing materials that used for mailings, trade shows, and to give to prospects.
    - Launched a mailing campaign to North East commercial brokers, site selection organizations, and real estate investment trusts.
    - Conducted an online and paper-based survey of 7,200 town residents and businesses to determine specific retail and service needs and interests. Approximately 560 people responded. The top three areas of interest were:
      1) adding more restaurants; 2) creating a downtown center where families and friends can walk, eat, and socialize; and 3) additional high end retail, including

bookstores, natural or organic grocers, high-end apparel, and home improvement stores.

- Conducted focus group sessions with town realtors to identify their views on Trumbull's competitive advantages and disadvantages, as well as to gain better connections with the realtors.
- Placed various advertisements in the
  - New England Real Estate Journal
  - New Haven and Fairfield County Business Journals
  - the ACE Trumbull Town Calendar

- Initiated written articles that have been published in the Connecticut Post, Trumbull Times, Fairfield County Business Journal, and the New England Real Estate Journal
- Incorporated the Economic Development Website into the Town Website for consistency and branding. The website has also been expanded to include business resources, as well as approximately 25 available commercial property listings.
- Added a Business Resources page to help businesses easily find helpful state and local resources to facilitate doing business here.
- Participated in the Business Showcase held at Sacred Heart University.
- In May, the Trumbull Economic Development director attended a biotechnology tradeshow where 20,000 participants passed through during a three-day period.
- Established linkages and connections between area business in the town, including the Trumbull Chamber of Commerce, Trumbull's Own Chamber, Business Network International, and the Business Education Initiative, and most of the top 20 tax payers.
- Established relationships with state agencies, such as the Connecticut Economic Resource Center, the Connecticut Department of Economic and Community Development, The Connecticut Main Street Center to help expand our awareness and market.
- Supported commercial and retail property owners in their endeavors to find appropriate businesses to bring into town.
- Acted on behalf of residents to help clarify and address concerns regarding commercial issues.

- The EDC has supported various commercial developments at P&Z and ZBA hearings, including expansion of 5520 Park Avenue for a 40,000 sf building for medical use; expansion at 75 Corporate Drive for a 40,000 sf building for CooperSurgical, and a major development on the corner of Monroe Turnpike and Trefoil Drive that calls for mixed usage.

- Economic Development has established business relationships with the key commercial developers, including but not limited to RD Scinto, Mark Appelberg, Prime Development, Sound Development, D'Addario Industries, Peter Dinardo Enterprises, and Tom Brennan.

- Economic Development has worked to foster a friendly business environment: Some of the efforts include:
    - Establishing a database of business contact email and telephone numbers in order inform them of helpful information, such as energy resource information, business events, and tax savings assistance.
    - Hosted two EDC Business Breakfasts at Tashua Knolls with 100 people in attendance at each event.
    - Personal visits to area businesses
    - Assisted in answering questions for new businesses
    - Worked with town librarian to expand their business resource center

Some Recent and Future Business Developments

- Modifications to Westfield Mall have begun, starting with the Planning and Zoning's approval of the Target Store which replaces the former Macy's site. This year, we are working with Westfield to encourage significant interior and exterior renovations and some new stores inside the existing Mall.

- Sentinel Data Centers purchased and renovated the former NASDAQ building and is successfully filling it with data centers being run for a variety of large financial institutions.

- Unilever announced the expansion of approximately 200 new jobs in Trumbull.

- 101 Merritt Boulevard in the IL-3 zone was purchased by Prime Development and is quickly filling the building with a number of quality tenants.

- Trumbull Professional Center office condominiums located at 115 Technology Drive are filling up quickly with various medical and professional businesses such as Frazao Insurance, Korchek Technology, Ciamei Wellness Center, OBGYN Specialty Group, and Fairfield County Imaging.

- Jeff Wright opened his new 40,000 + square foot building on the corner of Route 111 and Technology Drive. It is currently the home of RE/MAX.

- Keller-Williams filled RE/MAX's old building at 132 Monroe Turnpike.

- It is expected that a 40,000 square foot surgical center will be added to 5520 Park Avenue. This will be a great addition as it offers a valuable service to the community, and it represents potentially valuable tax dollars.

- The corner of Lindeman Drive and Reservoir Avenue area is newly zoned for alternate use, and is primed for valuable commercial and retail potential. In fact, a new children's museum opened in the Reservoir Avenue area.

- The Marriott has changed ownership and is planning to upgrade the interior of the facility.

- Our largest commercial building, 35 Nutmeg Drive, was bought by Spinnaker Real Estate Development who is undergoing an active campaign to bring in new businesses. They have house a large daycare business which will benefit employees working in the building, and potentially other employees and residents in the area.

- Bowtie Cinemas bought the Crowne Theater and has plans to do some upgrades to the interior. They are currently exploring the possibility of adding a restaurant on the property and the EDC office is encouraging changes to the zoning regulations to facilitate the ability to bring in a free-standing restaurant into this industrial zone.

- The EDC office has worked in the community in the effort to establish stronger links between the town's businesses, the government, and its residential community. Such efforts include work with the United Way Campaign, Junior Achievement, Business Education Initiative, and Boy and Girl Scouts.

Respectfully Submitted by,

Robert F. Matthews
Chairman
Economic Development Commission

August 16, 2007

ATTACHMENT III

The Honorable Raymond G. Baldwin, Jr.
First Selectman
Town of Trumbull
5866 Main Street
Trumbull, CT 06611

Dear Ray,

The Trumbull Economic Development Commission would like to suggest modifying the town purchasing ordinance so that additional consideration be given to local companies who respond to RFPs. This change would be helpful in maintaining good business relationships with our key Trumbull based companies. The impetus for this suggestion is described below.

It has come to our attention that two of our larger companies/employers, United HealthCare/ Oxford and Oce Imagistics recently submitted bids in response to the town's RFQ for significant purchases. In both cases, businesses located outside of Trumbull won the bids, presumably due to lower prices – the present ordinance requires that bid awards be based on lowest price. Understandably, it is considered good practice to select the lowest bidder when product/service offerings are comparable. The Economic Development Commission would always support the best business practices in these areas. However, a larger business perspective might be considered for the best overall business environment for the town – that being consideration of local companies and what they already contribute through both direct and indirect taxes.

One of the tools used by Bridgeport, and other area communities is an ordinance that allows them to provide additional consideration for in-town businesses who submit bids for products and services, as long as their prices and offerings are comparable to the lowest bidders of such products and services. Hence, they build a sense of business partnership with the companies, which is a strong factor in business retention, as well as offer a possible incentive for companies considering relocation to the town.

The Economic Development Commission is requesting, for consideration, that the town modify its purchasing ordinance to allow Trumbull businesses to receive special consideration over out-of-town businesses in the event that their prices and offerings meet the requirements and are comparable with low bids. We appreciate your consideration, and that of the Town Council.

Sincerely,

Robert F. Matthews
Chairman, Economic Development Commission

c: Mark Altieri – Chairman, Trumbull Town Council