

Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

May 15, 2024

TO: Members of the Economic Development Commission
FROM: Stacey Hoppes, EDC Secretary
SUBJECT: Regular Meeting Agenda – Monday, May 20, 2024 @ 6:30 p.m.

LOCATION: HUBCAP of Wallingford
128 Center Street
Wallingford, CT 06492

1. Pledge of Allegiance
2. Discussion on Regular Meeting Minutes dated April 29, 2024 (*attach.*)
3. Review of Monthly Expenditure Report – April 2024 (*attach.*)
4. Old Business:
 - Update: Historic Railroad Station RFP
5. New Business:
 - WCI/EDC Strategy Session
6. Committee remarks:
 - Marketing
 - Update on committee activities
 - Update: Mayor's Company Visits
 - **Next meeting:**
 - P&Z Liaison
 - Update on committee activities
 - Update: PZC - YLB Workshop
 - Update: YLB Community Q&A Session, June 26th @ 6:30pm
 - **Next meeting:**
7. Staff report/regional matters
8. Chair's remarks
9. Other community business (*vote*)

Dates to Remember:

5/23 – allnex/Mayor Visit, 5/27 – Town Offices CLOSED

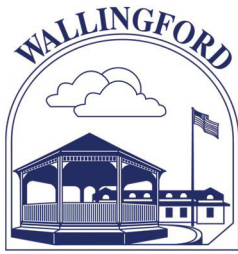
5/28 – Town Council Mtg., 6/6 – BYK/Mayor Visit

6/10 – PZC Mtg., 6/11 – Town Council Mtg.

ec: EDC Members, Maribel Carrion-QCC, Renee Miller-QCC, Mayor's Office, Town Clerk's Office (for posting)
Town Council (via T. Clerk), Kevin Pagini-P&Z, Rosemarie Preneta, Liz Verna, GovMedia, Website
NH Reg., Htfd. Courant, R-J, Jessica Wysocki, Bill Comerford

Individuals in need of auxiliary aids for effective communication in programs and services of the Town of Wallingford are invited to make their needs and preferences known to the ADA Compliance Coordinator at 203-294-2070 five days prior to meeting date.

EDCRMAg052024



Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

Economic Development Commission
Regular Meeting Minutes
April 29, 2024

Present:

Joe Mirra, Chair
Hank Baum, Vice Chair
Anthony Bracale, Commissioner
Tim Ryan, Commissioner
Dana Quigley, Commissioner
Frank Apuzzo, Commissioner
Rob Fritz, Commissioner
Gary Fappiano, Alternate
Patty Powers, Alternate

Absent:

Jim Wolfe, Commissioner

Others Present:

Don Crouch, Economic Development Specialist
Stacey Hoppes, EDC Secretary

Chair Joe Mirra called the regular meeting of the Economic Development Commission to order at 6:30 p.m.

1. Pledge of Allegiance – Chair Mirra led the Commission in the Pledge of Allegiance.

- Chair Mirra stated that he will go directly to item #5, Presentation REX Development Annual CEDS Update 2024 and then return to item #2.

Patty Powers arrived at 6:35pm
Frank Apuzzo arrived at 6:37pm
Rob Fritz arrived at 6:52pm

2. Discussion on Regular Meeting Minutes dated March 25, 2024 – Hank Baum made a motion to approve the minutes as drafted; Frank Apuzzo seconded the motion. The minutes were unanimously approved.

3. Review of Monthly Expenditure Reports/March 2024 – Hearing no questions Chair Mirra moved onto the next agenda item.

4. Welcome New Commissioners – Chair Mirra introduced Frank Apuzzo and Dana Quigley and welcomed them as new members of the EDC. Frank and Dana gave brief bios to the commission.

5. Guest Presentation: REX Development Annual CEDS Update 2024 – Introductions were made: Barbara Malmberg – Director of Strategic Planning and Marketing, Ginny Kozlowski - Executive Director, and Dale Kroop – Director of Economic Development Resources and Municipal Services Program

- 50 • Ms. Malmberg presented the CEDS Presentation covering What is CEDS (Comprehensive
51 Economic Development Strategy) and why is it important, Demographics of the 15 South
52 Central towns they work with, factors that impact Economic Growth in these areas (workforce
53 shortage and housing crisis), Key Sectors in these towns, Emerging Tech Sectors, and the
54 Regional progress they are seeing.
- 55 • Ms. Kozlowski reviewed the Top Challenges for 2024, including financial, population and
56 workforce, diversity-equity-inclusion, sustainability, and aging infrastructure.
- 57 • Mr. Kroop reviewed the services that they now offer to municipalities at no charge for their
58 Economic Development Commissions and staff, including but not limited to training sessions for
59 ED Commissions and staff, consulting for long range planning, peer review of documents and
60 local development processes.
- 61 • *(Presentation attached)*

63 **6. Old Business:**

- 64 • **Update: Historic Railroad Station Re-Use Project** – Staff Crouch updated that the RFP was
65 submitted to Town Council to be reviewed and discussed at their meeting on April 23, 2024. The
66 RFP was approved unanimously for distribution. Staff is working with Purchasing to get the RFP
67 posted for bidding. Staff will draft a timeline by end of this week. The RFP will be open for
68 proposal submission for 60 days. A plan of action was discussed regarding distribution and
69 promotion of the project.

71 **7. New Business:** No New Business to discuss

73 **8. Committee Remarks:**

- 74 • **Marketing, Retention & Incentive Committee Update:** Anthony Bracale reviewed what was
75 discussed at the strategy session on April 18th with Chair Mirra and ED Staff. Main topics
76 discussed at the strategy session were the mission and purpose of the Marketing Committee,
77 focus projects, and committee structure. They also discussed drafting a content calendar for
78 digital initiatives and creating a marketing plan.
 - 79 ▪ Update and discuss: Mayor's Company Visits – Staff Crouch stated that the Company
80 Visits to Times Microwave Systems and Holo-Krome were successful. Topics of
81 discussion at the companies visited have been workforce and housing concerns. Fritz
82 added that there were a couple of follow-up items for Holo-Krome for staff to look into.
83 May visits scheduled for Nucor Steel, Ulbrich Stainless Steel, and Allnex. June visit
84 scheduled for BYK, staff is reaching out to additional companies for more June visits.
 - 85 ▪ Discussion and possible action: Funding request for WCI Annual Restaurant Hop on
86 May 15, 2024 – **Anthony Bracale made a motion to approve allocating \$1,200 from**
87 **Promotional funds for WCI Annual Restaurant Hop 2024 to assist with their**
88 **marketing efforts. Rob Fritz seconded the motion. Motion was approved**
89 **unanimously.**
 - 90 ▪ Patty Powers updated that Strategic Marketing meeting at HUBCAP went very well. The
91 attendees have agreed to continue these meetings monthly. The mission of these
92 meetings is to understand, support and collaborate with town departments and
93 organizations; and to assist in limiting duplication of programs.
 - 94 ▪ **Next Meeting** – May 16, 2024 at 12:00pm (Noon) Town Hall, Room 205
- 95
- 96 • **Planning & Zoning Liaison Committee Update:** Baum stated that the Workshop for the
97 Proposed YLB Expansion is scheduled for May 9, 2024 @ 6:00pm location TBD
 - 98 ▪ EDC may host a Q&A for the property owners within the YLB and surrounding area
99 tentatively scheduled for May 22nd. A butters list of addresses is complete for mass
100 mailing prior to Public Hearing tentatively scheduled for the PZC June 10th meeting.

- 101 ▪ T-30 Zone (Tracy) – Town Planner, Kevin Pagini and Zoning Enforcement Officer (ZEO),
- 102 Amy Torre are reviewing the Zoning Enforcement Ordinance with the Town Council
- 103 Ordinance Committee and are asking for support in expanding their enforcement
- 104 capabilities. **Tim Ryan made a motion to submit a letter of support on behalf of the**
- 105 **Town Planner and Zoning Enforcement Officer's request to expand enforcement**
- 106 **capabilities as presented to the Town Council Ordinance Committee. Patty Powers**
- 107 **seconded the motion. Motion was unanimously approved.**
- 108

109 **9. Staff Report/regional matters** – Crouch noted some of the updates on his staff report:

- 110 • Met with Town Planner and Calare team regarding 5 Research Parkway – adding Calare team
- 111 to the Broker Breakfast attendees list for future events. Looking to set up a Meeting/Tour of the
- 112 property – invite AdvanceCT team.
- 113 • Met with Broker to discuss IX property expansion. We have had 3 companies contact us
- 114 referring to the IX Letter that was sent out and they are taking advantage of the expansion
- 115 capabilities.
- 116 • Met with New Director at QCC, Renee Miller.
- 117 • Proton Beam Therapy Center – Don will reach out and see how the project is progressing.
- 118

119 **10. Chair's remarks** – Continuing to review and improve the towns Office Space Incentive for Class A

120 office space. Personal Property Tax is key. Reach out to broker channels for input.

- 121 • WCI would like to invite a few of the EDC members to meet with a few members of the WCI
- 122 board to discuss projects in the Town Center. One focus of this meeting is to encourage
- 123 improvement in the main corners of the lower town center.
- 124 • Rob Fritz updated that 4 Center Street is being used by the Arts Community for art show events.
- 125 They are going to there for the Restaurant Hop on May 15th. They will also be hosting arts
- 126 shows there Thursdays – Sundays through the end of June. Flyer will be forwarded to Secretary
- 127 Hoppes.
- 128
- 129

130 **There being no further business, Patty Powers made a motion to adjourn the meeting at 8:05 p.m.;**

131 **Gary Fappiano seconded the motion. By unanimous vote, the motion carried.**

132

133

134 Sincerely,

135 *Stacey Hoppes*

136 Stacey Hoppes, Secretary

137

138

139

140

141

Town of Wallingford



YEAR-TO-DATE BUDGET REPORT

FOR 2024 10

10/12 = 83%

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
10011050 ECONOMIC DEVELOPMENT COMMISSIO							
10011050 51000 REGULAR SALARIES &	89,039	89,039	71,231.27	6,849.16	.00	17,807.73	80.0%
10011050 55110 TRANSPORTATION REIM	1,500	1,500	262.72	.00	.00	1,237.28	17.5%
10011050 55405 PROMOTIONAL EXPENSE	30,250	30,250	9,749.00	946.00	4,333.00	16,168.00	46.6%
10011050 56100 OFFICE EXPENSES & S	1,700	2,200	1,361.29	.00	616.17	222.54	89.9%
10011050 58810 DUES AND FEES	2,500	2,000	450.00	.00	.00	1,550.00	22.5%
TOTAL ECONOMIC DEVELOPMENT COMMISS	124,989	124,989	83,054.28	7,795.16	4,949.17	36,985.55	70.4%
TOTAL EXPENSES	124,989	124,989	83,054.28	7,795.16	4,949.17	36,985.55	
GRAND TOTAL	124,989	124,989	83,054.28	7,795.16	4,949.17	36,985.55	70.4%

** END OF REPORT - Generated by Marcia Maldonado **

✓
✓
✓
✓
✓
OK
Smd