



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

Economic Development Commission
Regular Meeting Minutes
May 22, 2023

Present:

Mark Gingras, Vice Chair
Hank Baum, Commissioner
Anthony Bracale, Commissioner
Rob Fritz, Commissioner
Tim Ryan, Commissioner
Patty Powers, Commissioner
Gary Fappiano, Alternate

Absent:

Jim Wolfe, Commissioner
Patricia Cymbala, Alternate

Others Present:

Joe Mirra, Acting Economic Development Specialist
Don Crouch, Economic Development Specialist

Vice Chair Mark Gingras, called the regular meeting of the Economic Development Commission to order at 6:30 p.m.

1. **Pledge of Allegiance** – Vice Chair Gingras led the Commission in the Pledge of Allegiance.
2. **Discussion and Possible Action on Regular Meeting Minutes dated April 3, 2023** – Anthony Bracale made a motion to approve the minutes as presented. Rob Fritz seconded the motion. The minutes were unanimously approved.
3. **Review of Monthly Expenditure Reports – March 2023 & April 2023** – Hearing no questions, Vice Chair Gingras moved onto the next agenda item.
4. **Committee Remarks**
 - **Marketing & Retention Incentives** – Chair Gingras updated that the Marketing Committee had a combined special meeting with the Retention Incentives Committee on May 19, 2023.
 - The land clearing, printing, and installation quotes have been approved and the work is being scheduled within the next few weeks. Billboard updates are tentatively scheduled to be completed by June (weather permitting).
 - The committee and staff are researching CGI Digital... a digital video marketing company. Research and discussions will continue and the committee will report back to staff by Friday, May 26th.
 - Broker's Breakfast update – The committees are continuing to work on organizing an initial breakfast event. New target date is October 3, 2023. Breakfast will be held at

- 50 HUBCAP Wallingford. Commissioner Powers will be reaching out to possible
51 attendees. The Committee reviewed and discussed the possible topics, outlines,
52 etc....this discussion will continue at the next meeting.
- 53 • The committees are continuing to gather information regarding the use of a CRM
54 software for business leads and retention. This discussion will continue at the next
55 meeting.
 - 56 • Incentive Programs – Discussion to review all current Incentive Programs and the
57 possibility of adding more will be on the agenda for the next Retention Incentives
58 Committee Meeting.
 - 59 • **Next Meeting:** Retention Incentives Committee Meeting - Friday, June 2, 2023
60 @ 9:00am - Town Hall, Room 205
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 - 62 • **Next Meeting:** Marketing Committee – June 9, 2023 @ 12:00pm
63 Town Hall, Room 205
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 - 65 ➤ **P&Z Liaison** – Commissioner Baum informed the Commission that the letter regarding the
66 Warehouse Moratorium was sent to the Planning and Zoning Commission and the Town
67 Planner, Kevin Pagini.
 - 68 • The commission had a lengthy discussion about the warehousing moratorium. The
69 EDC would like to motivate the PZC to begin opening some, if not all of the zones for
70 warehousing soon, because of the economic impact on town businesses and the
71 towns grand list.
 - 72 • **Next Meeting:** No meeting scheduled
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 - 74 **5. Staff Report/regional matters –**
 - 75 ➤ Mirra restated the importance of encouraging the PZC to remove the Warehousing
76 Moratorium in some, if not all zones quickly. He also reviewed the suggested parking
77 requirements for the Incentive Housing (IHZ) and Town Center (TC) Zones. The
78 Planning & Zoning Liaison Committee is suggesting .75 spaces/1-2 bedroom unit and
79 2 spaces/3+ bedroom unit. P&Z Liaison Committee recommends that the EDC
80 commissioners attend any workshops for this item.
 - 81 ➤ Mirra gave a general update regarding ARPA, expressing the EDC's due diligence to
82 inform small businesses in Wallingford about the ARPA Grant funds available for them
83 to apply for. Notices were sent out through EDC's digital channels, inserted into the
84 Electric Division bills to residents and businesses, and hand delivered to as many
85 small businesses as possible by our Commissioners. All of the ARPA information was
86 also added to the town website. The EDC held informational sessions at the HUBCAP
87 for small business owners to attend. EDC members also attended Town Council
88 meetings that listed the ARPA discussion on the agenda.
 - 89 ➤ Mirra welcomed and introduced Don Crouch as the new Economic Development
90 Specialist.
 - 91 ➤ Outdoor Dining - The commission is very pleased that the Town Council voted to allow
92 Outdoor Dining in the upper portion of Town Center, including Simpson Court. The
93 commission would like to see the Outdoor dining continue for years to come, making
94 Outdoor Dining a permanent allowed use in this area during the spring and summer.
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 - 97 **6. Chair's Remarks** – Vice Chair Gingras thanked Joe Mirra for his time as Acting Economic
98 Development Specialist. The Commission recognizes his hard work during the interim period.
99 Gingras looks forward to working with the New Economic Development Specialist, Don Crouch
100 and to the return of Joe Mirra to the Commission.

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7. Next Meeting Date: June 26, 2023 @ 6:30pm ~ Town Hall, Room 315

There being no further business, Hank Baum made a motion to adjourn the meeting at 7:50p.m.; Ron Fritz seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Stacey Hoppes, Secretary