

**GUILFORD**  
**Economic Development Commission**  
**MINUTES**  
**August 6, 2019**  
**8:00 A.M.**  
**Town Hall, Selectmen's Meeting Room, second floor**

*DRAFT*

Commissioners: Vice Chair Ted Sands, Wendy Dockray, Amy Earls, Fran Paranto, Michael Meisel,  
Tracy Brent Calafiore (Alt), Damian Gunningsmith, Dave Egan (Alt)

Absent: Chair Mark Wasserman

Town Officials: Brian McGlone, Economic Development Coordinator

Guests: Gabby Garcia-Perez, Summer Intern for Town of Guilford

**1. Communication and Public Forum (limited to 5 minutes) / Call to Order**

At 8:06 am, Chair Mark Wasserman called to order the regular meeting. There were no comments for communication or public forum.

The Vice Chair, five regular members and two alternates were present and eligible to vote.

**3. Approval of July 2, Minutes**

*Motion: Wendy Dockray moved to approve the July 2, 2019 minutes, seconded by Tracy Brent Calafiore.*

*Vote: Carried - Amy Earls, Fran Paranto, Tracy Brent Calafiore, Dave Egan  
Abstained (July absence) - Damian Gunningsmith, Wendy Dockray, Ted Sands*

**4. Economic Development Coordinator's Report**

Econ. Dev. Coor. Brian McGlone had emailed EDC commissioners his monthly report (below). He reminded everyone that the Town Departments meet informally every Tuesday at 9:00 a.m. at Town Hall South. He reviewed the Town process for a Merchants/Town/Property owners/ St. George Church agreement for a shared sidewalk and parking spaces. Reviews and approvals by several departments and commissions as well as public hearings are included in the process.

**"Business Report**

**1. St. George Parking Lot** - Revised Agreement has been forwarded to church for review and final approval. Fr. Stephen has been on vacation the past 2 weeks, returning Monday Aug. 5, so he expects to resolve upon his return. Father agreed to 76 spaces for parking and moved them closer to the convenience of merchant employees. Fr. Stephen wants to remove a tree in decline, located next to

the proposed sidewalk before construction begins. Walkway Easement has been approved "in principle" by the property owner. Town Engineering working with local surveying firm to get walkway drawing added to owner's property survey, to be filed on the land records. When the agreements are in-place, we will begin to use the parking lot, even without the cement walkway in-place. Merchant Agreement is in final draft with minor tweaking required, expect to resolve early next week. Thanks to Wendy and Ted for their work on the Merchant Parking Permit Tags - complete and in my office. Once all agreements are finalized, we will approach all merchants with the Merchant Agreement and Parking Tags to complete and implement this program.

**2. Town Mini Region Project** - No new comments, group has not met recently, expecting to re-group within the next few weeks. George Kral and I will represent Guilford on the project team.

**3. SCORE Networking Event** - As previously announce, SCORE is inviting past/present clients within their southeastern footprint to attend a FREE networking event on Tuesday Aug. 13 from 5 to 8 PM, at the Maritime Grille. Maria Miranda will be a guest speaker to talk about social marketing issues for business growth. SCORE is hoping many other local businesses will attend to share success stories and offer encouragement to the SCORE clients. In support of this SCORE initiative, I forwarded an eBlast inviting businesses to participate. All EDC members are welcome to attend but please register in advance.

**4. Business Development** - Haven been supporting a town wide initiative, "Sustainable CT" by providing various pieces of data, copies of programs, projects, etc. to the Sustainability Team. This project is intended for municipalities to take local actions that will have a statewide impact. The overall purpose is multi-faceted; Recognition, Funding & Resources, Community Building, Cost Savings, Peer Learning and possibly identifying and enhancing Partnerships.

**5. Summer Intern** - Gabby Garcia-Perez is a summer intern, working with numerous town departments for a day or two per week, learning how town government works. She'll be attending our EDC meeting Tuesday morning, then spending Tuesday and Wednesday with me. She'll attend the Chamber Forum Wednesday morning featuring David Lehman - new Director of CT Department of Economic and Community Development. During her time with me, she'll participate in a Town Hall South staff meeting, and doing research on topics like; Eversource Incentives for Residential, Commercial and Industrial properties, Development Incentives of neighboring towns and looking at our Top Taxpayers.

**6. Tourism** - North Branford created a really nice video, to showcase their town in support of tourism, while also helping local businesses as a recruiting tool. I will forward a link under separate email. Their EDC worked with a local (retired) video producer, their local Cable TV channel and numerous businesses. The cost of the video was about \$3K. They formally launched the Video "Destination North Branford" during their business night (Aug 1) before "PoCo" Fest began Aug 2-4. Matt Hoey and I conferenced with CGI, who created a series of videos for Guilford about 10 years ago. They were featured on the Town website. CGI would like to update these videos for Guilford. The cost is "free to the town", however, they will be pursuing businesses for sponsorship. The Shoreline Chamber also did a project with CGI about 4 years ago. They have been approached by CGI as well. Assuming the Chamber moves forward with the project, some coordination must occur between us so businesses aren't

approached twice and we'll want consistency in information presented. Neither of us had any metrics to determine the effectiveness of this past initiative. Both organizations have been approached by a *new* website developer, ExploreCtShoreline. Ultimately, they hope to feature tourism attractions from Greenwich to Mystic. Funding will come from the participating business sponsors. A challenge of these initiatives is, we are striving to maintain (and grow) on our town website, Shoreline Chamber website, the State Tourism website, the local GPA website, while also feeding current information to Visit New Haven and other regional efforts."

Discussion :

- Wendy Dockray recommended that there be an opening celebration for the "remarkable" partnerships that planned sidewalk and additional parking spaces at St. George Church. This will serve the public and employees of the Whitfield and Water Streets merchants. Announce the celebration would be open to the public to attend.
- Coor. Brian McGlone reported that Panera restaurant is open and has a "booming" business. The owner of Guilford Commons plaza would like to have an event in September to celebrate all the businesses at that location. All have job openings yet few applicants.

(Michael Meisel arrived 8:27)

## 2. **Guest Speaker, Ann Street, Historic District Commission** (arrived 8:30)

Historic District Commission (HDC) Chair Ann Street arrived and presented information on the commission responsibilities. Her background includes the Historic District Association of Mobile, Alabama and Historic District Commission of Middletown CT. The Guilford HDC works with applicants to determine best solutions, finds funding to preserve buildings and meets criteria of the National Registry of Historic Buildings and Places. There are approximately 35 applicants a year. HDC may recommend preservation of a site. The commission has eight members including architects who specialize in history, law, and conducting studies.

Decades ago, the U.S. Department, Secretary of the Interior created standards for historic preservation. Though Guilford has a large district in the center of town, there are many other buildings and places throughout Town that are or could be registered. State and local Historic District Commissions work to receive approval from Planning and Zoning Commissions, Design Review Committees and others to meet legislation/ordinance requirements for approval. At times, HDC has had to provide evidence to a court of why they approved an application.

Chair Street addressed the studies done by the HDC and locations of historic buildings in Town. CT is "unique as it has strong legislation for property rights" that requires a 2/3 vote by property owners to pass. Public Hearings and public notice are required during application reviews.

Building standards include, not limited to, historic information signage, solar panels are reviewed with the homeowners, HDC does not have authority on paint color yet will recommend. Applications and information is located on the Town website.

EDC discussed the current revisions to all 'Welcome to Guilford' tourism signs. The State Dept. of Transportation does not allow 'Historic District' on signs on state highways and roads. HDC Chair Street advised that Guilford Hist. Dist. Com. would like to be a resource for the Econ. Dev. Com.

5. **Chamber of Commerce Report** Chamber Chair Sheri Cote was absent.

6. **Chairman's Report** Chair Mark Wasserman was absent.

7. **Subcommittees/Board Liaison Reports**

- **Land Acquisition Committee (LAC) (Paranto)**

Fran Paranto reported that the LAC had not met last month.

- **Signage (Meisel, Egan)**

Coordinator McGlone advised that installation of the Welcome to Guilford signs at exit ramps is on hold. The Town continues to work with the State of CT, Dept. of Transportation on acquiring permits.

- **Parking (Sands, Paranto, Orce)**

Information was provided in Coordinator McGlone's Report.

8. **New Business**

Damian Gunningsmith reported that there is a State of CT legislative policy proposal to create municipal broadband that effects the ability to install fiber on street poles. Towns would own infrastructure and would hire vendors. As the provider, the goal is to give residents faster and less expensive Internet service.

Damian will obtain further information and report at the next meeting.

Coordinator Brian McGlone reported that the Board of Selectmen established a subcommittee to research ways to attract and retain businesses. EDC discussion reviewed questions concerning building sites and tax-deferring incentives. It was decided to create a subcommittee comprising Amy Earls, Michael Meisel, and Wendy Dockray. They will meet with Coor. McGlone this month and report at the September meeting.

- 9. **Old Business**            There was no old business.
- 10. **Approval of Bills**        There were no bills.
- 10. **Adjournment**            *At 9:21 a.m., the meeting was adjourned by Consensus.*

Respectfully Submitted,

---

*Judith Anderson Castellano*  
Recording Secretary