

GUILFORD
Economic Development Commission
MINUTES
November 5, 2019
8:00 A.M.
Town Hall, Selectmen's Meeting Room, second floor

Final

Commissioners: Chair Mark Wasserman, Vice Chair Ted Sands (arrived 8:40), Wendy Dockray, Amy Earls, Michael Meisel, Damian Gunningsmith, Dave Egan (Alt), Tracy Brent Calafiore (Alt), J.P. Sullivan (Alt)
Absent: Fran Paranto
Town Officials: Brian McGlone, Economic Development Coordinator
Guests: Sheri Cote, President, Shoreline Chamber of Commerce
Diane Petra, Petra Construction Corporation

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

At 8:02 am, Chair Mark Wasserman called to order the regular meeting.

The Chair, four regular members and three alternates were present. Regular members and Alternates Dave Egan and Tracy Brent Calafiore were eligible to vote.

There were no Public Forum comments.

Chair Wasserman recommended inviting State Representatives to an EDC regular meeting. Discussion followed. It was decided that Guilford residents State Rep. Sean Scanlon and State Senator Christine Cohen will be invited to review legislation and how the EDC and legislators can support each other's efforts.

2. Guest Speaker - None

3. Approval of October 1, 2019 Minutes

Motion: Wendy Dockray moved to approve the October 1, 2019 minutes with amendments : Amy Earls absent and under "6. Chairman's Report", line 6, should read "...Guilford Fund For Education (GFFE).", seconded by Michael Meisel.

*Vote: Carried - Damian Gunningsmith, Michael Meisel, Wendy Dockray, Mark Wasserman, Dave Egan, Tracy Brent Calafiore.
Abstained - Amy Earls (October absent)*

4. Economic Development Coordinator's Report

Econ. Dev. Coor. Brian McGlone had emailed EDC commissioners his monthly report (below). He also

advised that a St. George Church sidewalk was being installed today. Per mutual agreement with Whitfield Street merchants, this will provide access to a shared parking lot. Ted Sands and Coor. McGlone will meet with the merchants this week to sign the agreement and review rules and policies regarding parking lot use for church major events. (At this point, Ted Sands arrived). Wendy Dockray recommended a publicized Opening ceremony/ribbon cutting to celebrate this successful cooperation among several parties.

Coor. McGlone submitted a New Haven Register editorial article "Economic incentives need accountability", dated October 10, 2019 and an article "Rethinking Business Incentives". He also emailed a video shared by CERC called "Choose CT". Business is doing better than reported by the media. The video will be linked to the EDC webpage, placed on local and State of CT websites, and be provided to the public in other ways.

Ted Sands reported that developers are taking interest in the one hundred or more acres "Sullivan West" property.

Michael Meisel suggested using online news "Guilford Patch" for EDC articles and announcements. Coor. McGlone will pursue.

Economic Coordinator Brian McGlone's Report :

"St. George Parking Project - We are nearing completion and are about ready to implement. During the month, a BOS/Town Meeting was held, which is part of the process when a property has granted an easement to the Town (the Sidewalk). The sidewalk Easement was finalized. A revised Site Plan, showing the location of the sidewalk easement. 76 parking spaces in the St. George lot have been painted in a green color, indicating the spaces for merchant employees. The church had a critical tree removed to enable the sidewalk construction. The sidewalk is actually being installed today (Nov. 4) Ted Sands and I will begin meeting with the merchants this week, looking for them to sign the merchant agreement and we will begin distributing the parking tags. Utilization will be up to the merchants but we are putting them in a position to alleviate reported parking congestion. This will be particularly important when the spring/summer tourism season gets underway.

CGI Video Project - I spent two days chauffeuring their videographer around town, capturing the necessary pictures and video to support the project. They also sent a drone videographer to capture key areas like the Green, downtown merchant area, the marina, Jacobs Beach and the golf course. Matt Hoey was filmed to support the "Welcome" segment and Paul Freeman will be filmed to support the "Education" segment. CGI has been contacting the business community, selling sponsorship opportunities and additional services available through them (website work SEO, video work, etc.). Editing and review are the next steps to complete the project and will probably take until year end.

Green Merchants - congratulations and many "thank you's" to our Green merchants for supplying candy and refreshments on Halloween night. Merchants reported distributing 1,000 - 1,500 pcs of candy (each) to our children. This has become an annual tradition and can't be taken for granted. Amy Earls and Sheri Cote have begun meeting with a group Green merchants in an effort to increase communication between the merchants, Chamber of Commerce and the Town (me), to coordinate

mutual programs like : Sidewalk Sales, Small Business Saturday, events surrounding the Tree Lighting, and so forth. They truly miss the "banner" that used to string across Rt. 1 when events like these happened. They would like to see an alternate location, possibly along Rt. 1, or maybe along the fence next to the Fire Station, and most seemed in favor of an electronic sign to share changing community events.

Tree Lighting - Friday December 6, 5:45 pm start. Collaboration and planning underway with the Shoreline Chamber of Commerce (Sheri Cote), Parks & Rec (Rick Maynard) and yours truly. Always a fun evening and special way to kick-off the holiday season. Numerous activities are occurring around the Green that evening.

EDC Development Incentives - local follow up committee meeting has not occurred, will re-group the committee. In collaboration with North Branford EDC, I met with Brook & Whittle at their No. Branford location, introducing Peter Denious -President/CEO of CERC and Courtney Hendrickson - Municipal Services Manager. CERC is taking the state lead in business recruitment and retention, while developing progressive programs with DECD to growing our business and jobs base. The tone towards the use of "incentives" is changing. It appears they will continue to be available but will be offered on a more "pay as you go" system, being offered once a business demonstrates their success in investing in capital and growing jobs.

5 Town Project - nothing to report, group hasn't met. However, New Haven Chamber of Commerce is taking an active role reaching out to businesses, conducting a survey to better understand business direction, growth opportunities, etc. in a effort to identify sectors that should be nurtured and recruited. I will work with them on a selection of Guilford businesses, primarily in the manufacturing sector.

Welcome to Guilford Signage - has been a lower priority for me. Primary issue to resolve is clearly understanding state's position on "adopting the ramps" where signs will be located to confirm expectations and possible costs to town departments. A recommendation/request will need to be presented to the BoS for approval. Once obtained, fundraising to pay for the signage will be the next challenge.

Zoning & Subdivision Regulations -Glenn Chalder of Planimetrics has been hired to do a comprehensive rewrite. He has met with all Town Department heads to gather input and a public forum will occur this week, Thursday, Nov. 7 at 7:30 to 9:30 pm, at the Community Center.

Miscellaneous

- **Anthony's Restaurant** - In the Q4 edition of Guilford Events magazine, I incorrectly reported they were restructuring their restaurant, becoming more of a "take out" service business with another New Haven Restaurant assuming the primary restaurant. That initiative did not materialize. I wrote a correction letter and submitted it to The Courier, The Shore Line Times (letter to the Editor), posted it on Facebook Simply Guilford and Simply Guilford Businesses, PATCH posted it, and it is on our Town

website and Facebook page. I will make corrective comments in the next Events Magazine as well, however, that is not due until Jan. 2020.

- **Breakwater Book Store** - Liza Fixx (owner) reported the business was sold to local Branford residents, Paul Listro and Richard Parent, effective Oct. 26, 2019. Pleased to see this downtown asset will continue on. "

5. **Chamber of Commerce Report**

Shoreline Chamber of Commerce President Sheri Cote reported on several activities including a list of upcoming events through November submitting "Upcoming Events as of 11-4-19". November 30 will be a "Small Business Saturday" where business "tool kit" brochures will be distributed. Other events include Nov. 13 Nonprofit Conference and Awards to honor Peter Haas of the Guilford Performing Arts, Nov. 14 Ribbon Cutting at Calcagni Real Estate, Nov. 19 New Business Legislation Workshop and Dec. 9 Women in Business luncheon with Lt. Gov. Susan Bysiewicz.

6. **Chairman's Report**

Chair Wasserman reported that he had attended a meeting with consultant Glenn Chalder and other representatives from Town commissions. They reviewed and updated language for subdivision and other Planning and Zoning regulations. Mark suggested solar energy be mandated for new developments with minimal impact to the development and surrounding environment. A Town Public Meeting will be provided to discuss these proposals and receive community input, clarify, and update.

Chair Wasserman reviewed the major health issues, especially for youth, associated with the practice of "Vaping" as an alternative to smoking. Local convenience stores and gas stations sell vaping products and the State wants to tax the purchases. He suggested EDC discuss with Guilford's legislators Scanlon and Cohen to provide recommendations to the state. It was decided that Chair Wasserman will pursue this issue as a private citizen.

7. **Subcommittees/Board Liaison Reports**

- **Land Acquisition Committee (LAC) (Paranto)** Fran Paranto was unable to attend to report.
- **Signage (Meisel, Egan)**

Discussion was held on potential locations and Public Works maintenance responsibilities, for 'Welcome to Guilford' signs, off I-95 exit ramps.

- **Parking (Sands, Paranto, Orce)** Discussion held earlier in the meeting.

8. **New Business** There was no business.

9. **Old Business** There was no business.

11. Approval of Bills

Motion: Ted Sands moved to approve the Recording Secretary September invoice for \$87.50, seconded by Wendy Dockray.

Vote: Carried - Unanimously

12. Adjournment

Motion: At 9:09 a.m., Wendy Dockray moved to adjourn the meeting, seconded by Ted Sands.

Vote: Carried - Unanimously

Respectfully Submitted,

Judith Anderson Castellano
Recording Secretary