

GUILFORD
Economic Development Commission
MINUTES
November 6, 2018
8:00 A.M.
Town Hall, second floor, Selectmen's Meeting Room

Commissioners: Chair Mark Wasserman, Wendy Dockray, Fran Paranto, David Egan
Absent: Michael Meisel, Damian Gunningsmith, Michael Orce, Vice Chair Theodore Sands
Town Officials: Brian McGlone, Economic Development Coordinator
Guests: Amy Earls, Page Hardware vice president, potential EDC member
Sheri Cote, Shoreline Chamber of Commerce

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

At 8:07 am, Chair Mark Wasserman called to order the regular meeting.

There were no comments for Public Forum.

2. Approval of October 2, 2018 Minutes

Upon review, it should be amended that Michael Orce was absent.

Motion: Fran Paranto moved to approve the October 2, 2018 minutes, as amended, seconded by David Egan.

Vote: Carried - Wendy Dockray, Fran Paranto, David Egan, Mark Wasserman

3. Economic Development Coordinator's Report

Econ. Dev. Coordinator Brian McGlone reviewed his following report, emailed to EDC members prior to this meeting :

Parking Issues/Projects:

- **St. George** - Essentially our draft agreement with St. George is in place. However, we need to resolve the location of the sidewalk connecting the merchants' area/lot. I am working with our Town Engineer and one of the property owners to review and obtain an easement. Additionally, we need to review the draft agreement for the merchants against our agreement with St. George to see if any comments need adjusted. I will request Ted Sands' involvement on this element to assist me. I advised Mike Meisel (and Jim Kohn) that we may involve Jim Kohn when the timing is right to meet with our merchants, but the above issues need resolution first.

- **Whitfield Spaces (4) Removed** - In compliance with CT DOT, Public Works removed the 2 parallel spaces in front of Breakwater Books and the 2 angles spaces in front of The Marketplace. Social media feedback was mixed but most recognized these changes were for the good and provided safer environment in that intersection.
- **Yale New Haven Hospital (Goose Lane)** - As their services expand at the hospital, parking is becoming an issue. Short term, they would like to lease off-site parking and shuttle employees, providing more customers parking on-site, supported by valet services. Longer term, they are exploring adding a parking deck over a portion of existing parking.

CCM (CT Conference of Municipalities) - I attended a 1 day conference on October 30 at Foxwoods, along with several Town Hall staff and Board of Selectmen members. I participated in workshops that focused on Community Engagement to support economic development, Financing Transit Oriented Development (TOD) projects and a workshop by CERC on looking at new ways to support economic development. This last session could serve as a future EDC breakfast type workshop as it ideally involves all of the stakeholders.

REX / REDFO Monthly Meeting - Established contact with Scott Dolch, Executive Director of the CT Restaurant Association. This is a real information source for data on restaurants, including those looking to expand, and legislative issues that may impact this industry. He indicated there are 8,100 restaurants in CT with about 10% as members of this association. He mentioned that The Place and Buffalino will be getting awards at the association's upcoming annual meeting. He will be providing me with more information about these restaurants and other local restaurants who are members.

Shoreline Chamber Business Breakfast - Was conducted on October 17 at Quattro's. Matt Hoey, Andrew Page (Page Hardware) and Dr. Alan Friedler (Friedler Dental) participated in a panel format, discussing doing business in Guilford. The breakfast was attended by about 40 local business owners, including representative businesses from Branford and Madison. Overall feedback was positive and the attendees found it informative.

Business Update:

- **Royal Printing Service** - In the hands of the Family Trust attorney and accountant. They are having an appraisal completed and will be meeting with a couple of commercial realtors in the next two weeks. It is anticipated the property will be listed For Sale before the end of November.
- **New England Plumbing Supply building** - Per the property owner, the property is under contract. At this time, would not advise whether the new owner was planning to operate a business from the location or lease it to another business. It should become more apparent in the coming weeks.

Other:

- **Guilford Annual Tree Lighting** - Will occur on Friday, November 30, beginning at 5:45 pm. This event is sponsored by the Shoreline Chamber of Commerce in collaboration with the Town of Guilford Parks and Recreation and Economic Development departments. Come on out for a FUN evening.

Discussion reviewed information on the nonprofit agency CT Economic Resource Center (CERC). Coordinator McGlone suggested inviting a CERC representative to an upcoming EDC Public Forum to educate the public on the value of economic development. CT municipalities' average 70% tax revenue generated from residences, with Guilford at 93%. The State of CT has hired CERC to conduct studies which can include comparisons, track legislation and can be partially funded by State of CT grants. The annual membership fee is approximately \$600.

EDC can conduct research without a fee using the CERC website and CCM information from workshops, nonprofit and private entities and website. Coordinator McGlone will email EDC members an outline of CERC services.

Discussion reviewed :

- Store space still available for lease at The Guilford Commons.
- Coordinator McGlone will contact Yale New Haven Hospital Clinic and other local businesses which are looking for offsite parking to shuttle to their offices.
- Redesigning buildings, condos, and locating businesses.

4. Chamber of Commerce Report

Shoreline Chamber of Commerce representative Sheri Cote reported :

- She had created a Guilford Guide and Directory which was mailed to residents and submitted to local newspapers.
- Shoreline Chamber had held an annual Women of Excellence awards dinner for eight recipients at Woodwinds in Branford.
- Chowder Challenge event had approximately 300 in attendance. First place went to the Chowder Pot Restaurant in Branford.
- Small Business Saturday (Nov. 24) - A promotional ten page "tool kit" is available for local businesses to participate using Twitter, posters, etc.
- Sheri submitted a list of upcoming Chamber events including November 7, annual conference and awards for non-profit organizations at Woodwinds and Chamber of Commerce, Business Breakfast at Quattro's in Guilford. First Selectman Hoey attended as well as other towns' officials.

5. Chairman's Report

Chair Mark Wasserman reported that he would report at the December meeting.

6. Subcommittees/Board Liaison Reports

- **Town Forum - (Gunningsmith, Paranto)**

Fran Paranto reported that the schedule EDC Public Forum for November 8, 2018, at the Community Center, has been postponed due to the need for additional advertising. It will be rescheduled for January or February.

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

Fran Paranto reported that the LAC had not met this past month.

- **Signage (Meisel, Egan)**

Discussed was held under Economic Development Coordinator's Report.

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

Discussion was held on agreement language between businesses and St. George Church to use sections of St. George's parking lot. Coordinator McGlone will meet with all parties on easement construction and extension of an existing sidewalk between St. Georges and land owners.

7. New Business

Coordinator McGlone and Chair Wasserman had met this month. They suggested that EDC invite Town Dept. heads or representatives to attend an EDC meeting to explain their work and responsibilities. EDC would like to establish a working relationship with each Dept. Each monthly meeting would include discussion with a different department. Local businesses would also be invited to share their information. Wendy Dockray will contact departments to set up a schedule.

Discussion reviewed :

- Public safety hazard : Many event "sandwich board" signs on Route 1 corners are too close to the road.
- Chair Wasserman will create the EDC 2019 meeting schedule.
- EDC members will attend other Town dept. meetings.
- Wendy Dockray will submit a list of discussion questions for the December EDC meeting for review with Town departments.

8. Old Business

- **Review questionnaire provided by First Selectman Matt Hoey**

Discussion continued from past meetings on answers to the questionnaire from First Selectman Matt Hoey. Chair Wasserman reviewed his summary of EDC commissioners' responses to the questionnaire including the statements of the benefits of living and owning a business in Guilford.

Discussion reviewed each question (see previous minutes for questionnaire). Reviewing "Tool Gaps and Skill Gaps" question, it was noted that local businesses fill out a Declaration form and submit to the Town Assessor and are not audited by the Town. Coordinator McGlone will contact the newly appointed Tax Assessor on adding information to the Declaration form.

Some businesses in plazas are not listed on tax records by the plaza owners. The statement on the benefits of Guilford will include information on public transportation, trains and convenient access to Interstate Route 95.

After amendments to recommendations are included, Chair Wasserman will send a draft of the statement on benefits of living and working in Guilford to First Selectman Matt Hoey.

9. Approval of Bills

Motion: David Egan moved to approve payment of the Recording Secretary October invoice for 77.63, seconded by Fran Paranto.

Vote: Carried - Unanimously

10. Adjournment

Motion: At 9:56 a.m., Fran Paranto moved to adjourn the meeting, seconded by David Egan.

Vote: Carried - Unanimously

Respectfully Submitted,

Judith Anderson Castellano
Recording Secretary