



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Economic Development Commission

Wednesday, November 20, 2019

5:30 pm

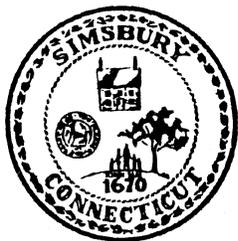
Program Room 2, Simsbury Public Library, 725 Hopmeadow Street

REGULAR MEETING AGENDA

Call to Order

- 1) Development Update from Mike Glidden, Director of Planning and Community Development
- 2) Housekeeping Items
 - a) Design Review Liaison Appointment for November 2019 – October 2020
 - b) Short-Term Rental Ordinance Work Group Appointment
 - c) Reports/updates to and from EDC, Planning, Zoning, and Board of Selectmen liaisons
- 3) EDC Work Plan
 - a) Update on 2019-2020 Work Plan (in progress)
 - b) Update on 2018-2019 Work Plan (existing)
 - Business Recruitment, Retention, and Outreach
 - Business Incentives
 - Marketing/Supporting Entrepreneurs
 - Strategic Vision
- 4) Minutes
 - a) October 23, 2019

Adjournment



Town of Simsbury

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Maria E. Capriola - Town Manager

MEMORANDUM

To: Joe Buda, Simsbury Tourism Committee Chair; Bob Crowther, Economic Development Commission Chair; David Ryan, Zoning Commission Chair
From: Maria Capriola, Town Manager
Cc: Melissa Appleby, Deputy Town Manager; Michael Glidden, Director of Planning and Community Development
Date: November 4, 2019
Subject: Short-Term Rental Ordinance Work Group

The Board of Selectmen has approved the formation of a Work Group to review and draft a proposed Short-Term Rental Ordinance to be presented to the Board of Selectmen. Ideally, the Work Group will be comprised of:

- 2 members from the Board of Selectmen
- 1 member from the Economic Development Commission
- 1 member from the Zoning Commission
- 1 member from the Tourism Committee

The Zoning Commission has offered a number of suggestions for a potential ordinance, including that operators of short-term rentals obtain a license by ordinance. The Board of Selectmen is seeking a member from your Commission or Committee to participate on the Short-Term Rental Ordinance Work Group. The Work Group is tasked with researching and benchmarking how other communities regulate Short-Term Rentals and to prepare a draft ordinance that will be presented to the Board of Selectmen. The selected individual should be willing to dedicate time to the initiative. Once the Work Group is appointed, their meetings will need to be posted following FOI requirements. Staff from the Town Manager's Office and Planning and Development Department will be assisting.

If your Commission or Committee has a member willing to volunteer for this initiative, please forward their name and contact information to the Town Manager's Office. If you are able to provide the Town Manager's Office with a chosen name by November 25th we will be able to place the proposed appointment on the December 2nd Board of Selectmen agenda. If you do not have a member of your Commission or Committee that has an interest in serving on the Work Group, please also forward that information to the Town Manager's Office.

If you have any questions about the Short-Term Rental Ordinance Work Group please contact the Town Manager's Office at townmanager@simsbury-ct.gov or (860) 658-3230.

Thank you for your assistance with this matter.

From: [Capriola Maria E.](#)
To: [Wellman Eric](#); [Peter Peterson](#); [Paine Michael](#); [Kelly Chris](#); [Cook Cheryl](#); [Askham Sean](#)
Cc: [Appleby Melissa](#); [Glidden Michael](#); [Fitzgerald Tom](#); rkcrowther@comcast.net
Subject: Input for 2020 Priorities for the EDC
Date: Tuesday, November 12, 2019 6:18:53 AM

All,

Below is feedback received from EDC members regarding possible work plan ideas for 2019-2020. This should aid your discussion on Wednesday evening.

Maria

1. Support Entrepreneurs - The current initiative is around updating the Marketing materials for the EDC Website. What we would like to propose is to expand this into a full blown look at what it would take for an entrepreneur to come to Simsbury and start their own business. This would include looking at infrastructure requirements, such as WiFi 5G Network access across the town to easy access to marketing materials and other town resources to support their businesses. We have two members on the EDC that are both in this space currently, I.e. Peter Van Loon, who is looking to build out his business, and Charmaine Seavy, who has a business. They would be ideal candidates to lead this initiative.
2. Develop and track feedback received from businesses regarding issues, concerns, etc.
We have done a couple of Roundtables to gather input but have not done much with the output to communicate what actions, if any, have resulted from this input.
3. Creating a town survey to base line what our residents see as our strengths and weaknesses. We can leverage past consulting studies that have done this analysis, and update with input from new sources, I.e. Real Estate agents. The output would be used as in marketing materials for the Town.

Topic Area	BOS Idea	EDC Deliverable	Timeframe
Business Incentives	Reinvest in the infrastructure rebate program fund for partial rebate of infrastructure improvements made in public right of way	<ul style="list-style-type: none"> • Work with staff to identify and review business incentive programs in Connecticut (infrastructure programs, tax abatements, tax increment financing, and others • Recommend to the BOS which program(s) Simsbury should invest in to use in business attraction and/or retention 	<12 months
Strategic Vision	Review previous EDC studies and plans that have already been completed. Determine priority items that should be advanced.	<ul style="list-style-type: none"> • A prioritized list of items the EDC recommends should be pursued • Work with Maria to determine who should lead the implementation of each item • Develop a roadmap for implementation 	<12 months
Business Recruitment, retention, and outreach	Develop a response protocol when a business expresses a concern about doing business with the town; Develop a process for elected officials to conduct business visitations; Develop and track feedback received from businesses;	<ul style="list-style-type: none"> • Develop a formalized business visitation program including who attends, frequency, what's discussed, and how findings are documented • Recommend a tool for the tracking of and response to business feedback (concerns, issues, etc... • Develop a survey that will serve as an exit interview for businesses who leave Simsbury and determine how survey responses will be aggregated and tracked • Develop a process that ensures our town government reaches out to and stays close to our 10-15 highest tax paying businesses 	12 – 24 months
Support Entrepreneurs	Attract entrepreneurs that want to live and work in the same town	<ul style="list-style-type: none"> • Refine existing branding materials created with the Preserve America Grant (including EDC folder, Heritage Charm and Adventure brochures, and public school packet). 	12 – 24 months

2018-2019 ECONOMIC WORKPLAN IDEAS - Sorted by Topic, then Priority

Topic Area	IDEAS	# IMPORTANT TO	PRIORITIZATION High (5-6), Medium (3-4), Low (1-2), Not Important (0)
Infrastructure	<ul style="list-style-type: none"> ● Reinvest in the infrastructure rebate program fund (provides for partial rebate of infrastructure improvements made in a public right of way). 	5	High
	<ul style="list-style-type: none"> ● Improve on-street parking and proximity of parking to downtown businesses. 	3	Medium
	<ul style="list-style-type: none"> ● Improve cell service reliability. 	3	Medium
	<ul style="list-style-type: none"> ● Improve wayfinding signage. 	2	Low
	<ul style="list-style-type: none"> ● Research opportunities to invest in fiber to improve broadband speeds and reliability. 	2	Low
Business Recruitment, Retention, and Outreach	<ul style="list-style-type: none"> ● Develop a response protocol and follow-up when a business has expressed a concern about doing business with the town. 	4	Medium
	<ul style="list-style-type: none"> ● Develop and formalize a process for elected officials to visit and welcome all new businesses. 	4	Medium
	<ul style="list-style-type: none"> ● Develop and track feedback received from businesses regarding issues, concerns, etc. 	4	Medium
	<ul style="list-style-type: none"> ● Have demographic data and information on available properties readily accessible and current. 	3	Medium
	<ul style="list-style-type: none"> ● Market our assets and leverage our proximity to the airport. 	3	Medium
	<ul style="list-style-type: none"> ● Conduct exit interviews with business that leave town. 	2	Low
Land Use and Permitting Process	<ul style="list-style-type: none"> ● Set maximum time limits for processing land use applications and issuing permits. Identify process improvements to reduce time needed for review and permitting processes. 	3	Medium
	<ul style="list-style-type: none"> ● Consolidate meetings of multiple land use bodies when reviewing an application. 	3	Medium
	<ul style="list-style-type: none"> ● Develop a permitting guide. 	2	Low
Support Entrepreneurs	<ul style="list-style-type: none"> ● Attract entrepreneurs that want to live and work in the same town; develop a marketing package to attract this group of entrepreneurs. 	3	Medium
	<ul style="list-style-type: none"> ● Create co-working spaces. 	2	Low
	<ul style="list-style-type: none"> ● Identify infrastructure improvements that the town can support to help entrepreneurs be successful. 	1	Low
Strategic Vision	<ul style="list-style-type: none"> ● Review previous economic development studies and plans; implement ideas and action items when feasible or appropriate. 	6	High
	<ul style="list-style-type: none"> ● Promote culture and tourism. Collaboratively work with the Culture, Parks and Recreation Commission, Tourism Committee and non-profit entities in town that support and enhance economic development. 	4	Medium
	<ul style="list-style-type: none"> ● Engage in regional economic development initiatives. 	3	Medium
	<ul style="list-style-type: none"> ● Maintain our community character. 	1	Low
	<ul style="list-style-type: none"> ● Encourage and support high school students that want to start a business in town. 	1	Low

Sample businesses that we will be reaching out to for a 2020 Visit:

- Curaleaf
- Drake Hill Mall
- Dyno Nobel Inc
- Ensign Bickford Aerospace & Defense (EBAD)
- Highcroft Simsbury LLC
- Hoffman Group Auto
- McLean Home Care
- Micro Semi
- Mitchell's Auto
- Simsburytown Shops
- Simsmore Square Enterprise



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Economic Development Commission Regular Meeting Minutes - DRAFT

Wednesday, October 23, 2019 at 5:30pm
Simsbury Public Library, Program Room 2 – 725 Hopmeadow Street

Call to Order

The meeting was called to order by Chairman Bob Crowther at 5:31pm. Commission members Brooke Freeman, Ron Jodice, and Tom Earl, were present. Ex officio members Bill Rice, Chair of the Planning Commission, Jackie Battos, Zoning Commission, and First Selectman Eric Wellman were also present. Staff members in attendance included Michael Glidden, Director of Planning and Community Development; and Tom Fitzgerald, Management Specialist. Others in attendance included Sarah Nielsen, of Simsbury Main Street Partnership.

1) Housekeeping Items

- a) **Selection of Chair for November 2019 – October 2020:** Bob Crowther said he enjoyed his time as Chair of the EDC and unless anyone objected he would like to continue in that role. The Commission approved Bob Crowther as Chair by consensus.
- b) **Selection of Vice Chair for November 2019 – October 2020:** Bob Crowther explained that former member Carrie Meckel was the Vice Chair and after her resignation there was never another one appointed. After some discussion Tom Earl said he would welcome the role. Tom Earl was approved as Vice Chair by consensus.
- c) **Sustainability Team Representative:** Former member Carrie Meckel was also the EDC Liaison to the Sustainability Team. Bob Crowther has been filling in as an interim basis and said he enjoys that role and would like to be the EDC Liaison to the Sustainability Team. The EDC members approved Bob Crowther as EDC Liaison to the Sustainability Team by consensus.
- d) **Liaison Appointments for November 2019 – October 2020:**
 - i. **Zoning:** The current Zoning Liaison Ron Jodice said he enjoys this role and would like to continue in it. Ron's appointment as Liaison to the Zoning Commission was approved by consensus.
 - ii. **Design Review Board:** It was agreed to table this to the next meeting for the members who weren't present.
- e) **2020 Regular Meeting Schedule:** Tom Fitzgerald reviewed the draft schedule for the 2020 EDC meetings noting for the Commission that the current 4th Wednesday of the month was carried over to the next year with 3 exceptions: the May, November and December meetings would be on the 3rd Wednesday of the month. Mr. Jodice mentioned that those 3rd Wednesday meetings might conflict with other Boards or

Commissions but other than that he agreed with the schedule. Bob Crowther made the motion to approve the draft 2020 Economic Development Commission Meeting Schedule as presented, Ron Jodice seconded the motion. The motion was approved unanimously.

2) Minutes

a) August 28, 2019

Mr. Crowther made a motion to approve the minutes as presented. Mr. Jodice seconded the motion. All were in favor and the motion passed.

3) 2018/2019 Annual Report and Presentation to the Board of Selectmen Discussion

Mr. Crowther went over the outline of the presentation and asked any members if they had any edits to the material. He invited any EDC members to join him at the October 28th BOS meeting where he will be giving the presentation. The group reviewed and discussed the material and suggested edits.

4) Economic Development Work Plan

Mr. Crowther had the group review the current work plan and asked for them to send him updates for the next year by November 10th so they can be forwarded to the Town Manager's Office for inclusion on the following BOS meeting.

5) Economic Development Goals List

First Selectman Wellman stated he and the Board of Selectmen like what the EDC have been doing and that the BOS would be adding new goals for the upcoming year.

6) EDC Work Plan Update from Work Streams/Teams

a) *Business Recruitment, Retention and Outreach* – Mr. Crowther updated the group on the September 18th Roundtable event. He mentioned that there were themes present consistently in both Roundtables but that this one had a focus on parking and focus only being on the downtown area instead of town wide for all business. Mr. Crowther informed the group they had some comments about changing the format to increase turnout at these events and referenced back to Mr. Earl's comment earlier in the meeting about having a speaker come in to talk to the businesses, as well as changing the location and time of the event to be cognizant of different types of business in town.

b) *Business Incentives* – Mr. Earl commented on the memo provided in the meeting packet about Businesses Incentives written by Board of Finance members Lisa Heavner and Rob Pomeroy and how it was helpful. Mr. Crowther asked if Mr. Earl could coordinate with Mr. Van Loon to potentially start a draft business incentive policy that the group could then work through and forward on to the BOS.

c) *Support Entrepreneurs/Marketing* – Ms. Freeman stated that her and Ms. Seavy still have to meet and that the work being done by this work team is ongoing.

- d) *Strategic Vision* – Mr. Jodice provided a document of items that came up in a discussion with Town Staff on how to improve the flow of projects for the town. The group commented on each item discussed and whether the change need could be done/is being done through zoning regulations updates or if it required a charter change. Parts of this update were given to Town Staff to incorporate into the presentation that is being done on Monday.

Adjournment

A motion to adjourn the meeting was made by Bob Crowther, seconded by Tom Earl, and approved unanimously. The meeting was adjourned at 6:35pm.

Respectfully submitted,

Thomas Fitzgerald
Management Specialist