



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Economic Development Commission

Wednesday, December 18, 2019

5:30 pm

Program Room 2, Simsbury Public Library, 725 Hopmeadow Street

REGULAR MEETING AGENDA

Call to Order

- 1) Guest Speaker: Cheri Calnan – Sustainability Team Update
- 2) Guest Speaker: Andrew Sherman – Library Business Resource Center
- 3) EDC Adopted 2019-2020 Work Plan
 - a) Updated work streams/teams
 - Business Incentives
 - Marketing
 - Business Outreach
 - Support Entrepreneurs
- 4) Housekeeping Items
 - a) Liaison Appointment for November 2019 – October 2020
 - Design Review
 - b) Reports/Updates to and from EDC, Planning, Zoning, and Board of Selectmen Liaisons
- 4) Minutes
 - a) November 20, 2019

Adjournment



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Economic Development Commission
Regular Meeting
Minutes - DRAFT

Wednesday, November 20, 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 5:30pm. Commission members Peter Van Loon (by phone), Ron Jodice, Charmaine Seavy and Tom Earl were present. Ex officio members Maria Capriola (Town Manager), Bill Rice (Planning Commission), and Jackie Battos (Zoning Commission) were also present. Staff members in attendance included Mike Glidden, Director of Planning and Community Development, and Melissa Appleby, Deputy Town Manager.

1) Development Update from Mike Glidden, Director of Planning and Community Development

Mr. Glidden gave a presentation that provided an overview of projects that are currently underway, those that have been approved, preliminary projects, and other development matters that are on the horizon. This included:

- Ridge at Talcott Mountain – mixed use development, including housing and assisted living
- McLean Expansion – construction of independent living units to begin in the spring or summer of 2020
- Big Y – development in north end of Town has been approved; developer has pending approvals with the state Department of Transportation; the building permit has been pulled and construction will start in December 2019; project opening by Thanksgiving 2020
- 44 Albany Turnpike – a Vietnamese pho restaurant will open in the old Munson's location in late fall/early winter 2019
- Tobacco Valley Solar – solar project in the north end of Town is in the testing phase and will go live very soon; the group discussed potentially working with the project manager to offer public tours of the facility
- 437 Hopmeadow Street – preliminary proposal for a hotel and restaurant at this site; application expected in spring of 2020

2) Housekeeping Items

a) Design Review Liaison Appointment for November 2019-October 2020

Mr. Crowther will continue to serve as the liaison to this board.

b) Short-Term Rental Ordinance Work Group Appointment

Ms. Capriola noted that much of the research on this matter has been conducted by staff. The work group will be responsible for reviewing a draft and providing feedback on content and wording. Mr. Jodice volunteered to serve on this work group.

c) Reports/updates to and from EDC, Planning, Zoning, and Board of Selectmen liaisons

None.

3) EDC Work Plan

a) Update on 2019-2020 Work Plan (in progress)

Ms. Capriola directed the group to the 2019-2020 work plan ideas, which combines the EDC's ideas as well as feedback from the Board of Selectmen. She said that the Board of Selectmen will need to finalize the work plan by the end of November. The group discussed the items that will be new for 2019-2019: assist with promoting 350th anniversary events (to be assigned to Mr. Crowther, Ms. Seavy, and Sarah Nielsen); gather feedback from businesses on wayfinding signage needs (to be assigned to Mr. Crowther and Ms. Seavy); supporting infrastructure/co-working space for entrepreneurs (to be assigned to Mr. Jodice, Mr. Van Loon, and Andrew Sherman, Business Resource Center Coordinator).

The group discussed the business visits that are being scheduled for 2020 through the Town Manager's Office. Members discussed which businesses that they will be interested in visiting.

b) Update on 2018-2019 Work Plan (existing)

- *Business Recruitment, Retention and Outreach* – Mr. Crowther said that he will coordinate with the Chamber and Main Street regarding industry-specific roundtables, and that he will also work on setting up a session to be held between businesses and our State Representative and State Senator.
- *Business Incentives* – Ms. Capriola said that the work of this team allows us the opportunity to improve on the existing business incentive policy, and narrow the list of criteria for offering incentives. In addition, we should also look at the infrastructure rebate program. Mr. Earl noted that Lisa Heavner, Board of Finance member, has conducted a lot of research on this matter and that her memorandum offers a good starting point. Mr. Van Loon said that the policy needs to be simplified; there was consensus from the group on that point. Mr. Earl and Mr. Van Loon, with assistance from the Town Manager's Office, will write a first draft for review at the December meeting.
- *Marketing/Supporting Entrepreneurs* – Now that there is funding for this initiative, the first step will be connecting with Sarah Nielsen to kick off the project.

- *Strategic Vision* – This work stream can be closed out.

4) Minutes

a) October 23, 2019

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

Adjournment

The meeting adjourned at 6:55pm.

Respectfully submitted,

Melissa Appleby
Deputy Town Manager

2019-2020 EDC Work Plan - ADOPTED

Work Stream	Task	Person/People
Business Incentives	Complete research on business incentives. Provide recommendations/update Business Incentive Policy.	Peter Van Loon, Tom Earl Staff: Maria Capriola
Marketing	Complete marketing materials refresh for tourism, real estate, and business recruitment purposes.	Brooke Freeman, Charmaine Seavy Staff: Sarah Nielsen
Marketing	Assist with promoting 350 th Anniversary events.	Charmaine Seavy, To be Determined Staff: Lisa Karim
Business Outreach	Conduct business outreach. Collect and track feedback.	Bob Crowther, Charmaine Seavy Staff: Mike Glidden
Business Outreach	Assist with gathering feedback on wayfinding signage needs (type, location, etc).	To be Determined (2) Staff: Sarah Nielsen
Support Entrepreneurs	Support infrastructure for entrepreneurs. Promote access to business resources, information, and infrastructure.	Peter Van Loon, Ron Jodice Staff: Andrew Sherman
Support Entrepreneurs	Develop a plan for co-working space.	Peter Van Loon, Ron Jodice Staff: Andrew Sherman