



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## **Economic Development Commission**

Wednesday, May 22, 2019

5:30 pm

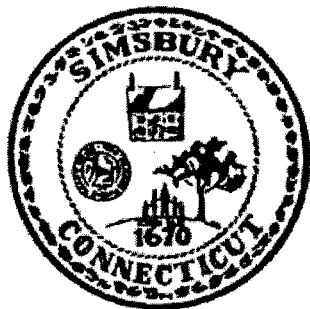
Program Room 2, Simsbury Public Library, 725 Hopmeadow Street

## **REGULAR MEETING AGENDA**

### Call to Order

- 1) Guest Speaker: Mike Glidden, Director of Planning and Community Development, *Development Update*
- 2) EDC Work Plan
  - a) Update from work streams/teams
    - Business Recruitment, Retention and Outreach
      - i. Business roundtable – June 12, 2019
    - Business Incentives
    - Support Entrepreneurs/Marketing
    - Strategic Vision
- 3) Housekeeping Items
  - a) Reports/updates to and from EDC, Planning, Zoning, and Board of Selectmen liaisons
  - b) EBAD Business Development Application
  - c) TIF concept (staff report)
  - d) Networking event with the Chamber of Commerce and Main Street Partnership
- 3) Minutes
  - a) April 24, 2019

### Adjournment



## Town of Simsbury

933 HOPMEADOW STREET  
SIMSBURY, CONNECTICUT  
06070

### *Economic Development Business Roundtable*

The Economic Development Commission invites you to our first Economic Development Business Roundtable. Business owners from across the community will participate in an open dialogue to help us understand what is working well, areas of concern, and what needs to change in order for businesses to grow and prosper in our community.

**Date:** June 12, 2019

**Time:** 7:30-9:00 AM. Breakfast refreshments will be served.

**Location:** Westminster School, Adams Dining Hall, Armstrong Dining Building, 995 Hopmeadow Street, Simsbury

**Parking:** Event parking signs will direct people to a parking lot behind the Armour Academic building. It is a short walk from there to the dining hall.

Please RSVP no later than May 31, 2019 to the Town Manager's Office at [townmanager@simsbury-ct.gov](mailto:townmanager@simsbury-ct.gov). Questions can be directed to Bob Crowther at [rkcrowther@comcast.net](mailto:rkcrowther@comcast.net) or call (860) 916-8886.

Telephone (860) 658-3230  
Facsimile (860) 658-9467

[townmanager@simsbury-ct.gov](mailto:townmanager@simsbury-ct.gov)  
[www.simsbury-ct.gov](http://www.simsbury-ct.gov)



# Town of Simsbury

933 HOPMEADOW STREET ~ SIMSBURY, CONNECTICUT 06070

*Maria E. Capriola - Town Manager*

May 14, 2019



The Town of Simsbury's Board of Selectman recently restructured the Town Economic Development Commission (EDC) as a result of changes to the Town Charter. The new Commission now serves in an advisory capacity to the Board of Selectman and supports the Town Manager on economic development activities. More specifically, the Commission is empowered to conduct research into economic conditions and trends, and to collaborate with community organizations which promote economic development.

One of the Commission's first initiatives is to hear from those currently doing business in Simsbury. We are interested in understanding what is working well, what are your concerns, and what needs to change in order for businesses to grow and prosper in our community. We are a Commission that is working in partnership with the Simsbury Chamber of Commerce and the Simsbury Mainstreet Partnership program to help promote the economic development of Simsbury.

To that end, we would like to invite you to our first Economic Development Business Roundtable. We are inviting approximately 30 business owners from across the community to participate in an open dialogue to better understand the issues that are important to them. Our intent is to structure this in a way that "Helps Us Help You." Our plan is to conduct one Business Roundtable each quarter and invite others to participate to gain a good cross section of input from the business owners of Simsbury.

The Roundtable details are as follows:

- **Date:** June 12, 2019
- **Time:** 7:30-9:00 AM. Breakfast refreshments will be served.
- **Location:** Westminster School, Adams Dining Hall, Armstrong Dining Building, 995 Hopmeadow Street, Simsbury

Telephone (860) 658-3230  
Facsimile (860) 658-9467

[townmanager@simsbury-ct.gov](mailto:townmanager@simsbury-ct.gov)  
[www.simsbury-ct.gov](http://www.simsbury-ct.gov)

*An Equal Opportunity Employer*  
8:30 - 7:00 Monday  
8:30 - 4:30 Tuesday through Thursday  
8:30 - 1:00 Friday

- **Parking:** Parking map enclosed. Event parking signs will direct people to a parking lot behind the Armour Academic building. It is a short walk from there to the dining hall.

Please RSVP no later than May 31, 2019 to the Town Manager's Office at [townmanager@simsbury-ct.gov](mailto:townmanager@simsbury-ct.gov). If you would like to discuss event details with our Economic Development Commission Chair Bob Crowther directly, feel free to call (860) 916-8886.

Regards,

Maria Capriola  
Town Manager

Bob Crowther  
EDC Commission Chair





# Westminster School



995 Hopmeadow Street  
Simsbury, CT 06070  
(860) 408-3000

[www.westminster-school.org](http://www.westminster-school.org)

## 1. Cushing Hall

Reception, Offices, Cromwell College Counseling Center, Deans' Office, Fearn Hall, Brockelman Student Center, Hinman Reading Room, Marketing and Communications

## 2. Keyes House

Admissions Office, Headmaster's Office, Advancement Office

## 3. Andrews Memorial Chapel

Archives, art gallery

## 4. Commencement Lawn

Armstrong Dining Hall

## Student & Faculty Housing

- 6. Kelter House
- 7. Squibb House
- 8. Alumni House
- 9. Edge House
- 10. Gund House
- 11. Memorial Hall

## 12. Baxter Lawn

Gymnasium

Squash courts

15. Pettee Gymnasium

16. Hamilton Art Studios

## 17. Werner Centennial Center

Theater, band & dance studios

## 18. Armour Academic Center

Armstrong Atrium, Baxter Gallery, Cole Library, Davis Center for Science & Mathematics, Gitterman Student Lounge, Offield Center for the Humanities, Planetarium, Sejong Lecture Hall, "Martlet's Nest" school store

## Athletic & Student Facilities

- 19. Kohn Squash Pavilion
- 20. Timken Student Center
- 21. Sherwin Health & Athletic Center
- 22. Hibbard Aquatic Center
- 23. Community garden
- 24. Jackson Hockey Rink
- 25. Sawyer Field
- 26. Tate Field
- 27. Osborn Baseball Field
- 28. Michelini Field and Brooks Family Track
- 29. Maintenance facility
- 30. Hovey Field (lighted turf)
- 31. Wilbraham Field
- 32. Harrison Field
- 33. Barnes-Bristow Observatory
- 34. Softball Field
- 35. Briggs, Gow and Haynes Tennis Courts, Watson Terrace
- 36. Observatory Field
- 37. Perkin Memorial Drive

A. Pratt House (Headmaster)

H. Faculty homes

## Economic Development Commission Roundtable Discussion Interview Guide Version 2 – 03/11/19

### Agenda:

7:30 – 7:45 – Breakfast & Introductions

7:45 – 8:30 – Roundtable Discussions

8:30 – 8:50 – Summarize feedback from the Groups & prioritize results

8:50 – 9:00 – Capture feedback on effectiveness of the event, i.e. what improvements can be made before the next event?

9:00 – Adjourn

The purpose of this Roundtable Discussion is to provide our Economic Development team with information in order that we can make informed policy recommendations to the Board of Selectmen. Our intent is to help our local businesses grow and prosper, to “Help Us Help You”.

### Introduction and Mission of the EDC

- The Commission shall serve as an advisory board to the Board of Selectman. The purpose of the Commission shall be to promote and develop the economic resources of the Town and to advance the Town’s economic development goals as defined by the Board of Selectman. The Commission shall be empowered to conduct research into economic conditions and trends, and to collaborate with community organizations which promote economic development.

### Introductions: Please take a moment to introduce yourself and provide a brief description of your business.

1. What is your name?
  2. Name of your business?
  3. Business category, i.e. Retail, Mfg, & Type?
- 
1. What are the most critical issues currently facing your business?
  2. How would you describe your current business volume; i.e. declining, holding steady, growing?
  3. Are there any Town policies or rules that present an obstacle for the success of your business? If so, what are they and what changes would help?
  4. Are there any Town policies, rules, or programs that have contributed to the success of your business? If so, what are they and are any changes which would help even more?

5. What do you like about doing business in Simsbury?
6. What do you not like about doing business in Simsbury?
7. Is there anything else you'd like to share with us about doing business in Simsbury?
8. Where should the EDC focus their time & resources?
9. What Business Incentives from the Town, if any, would help your business?
10. Describe Simsbury in 10-15 years . . . what significant changes can you envision?

*Thank you for taking the time to tell us more about your business environment and giving us feedback about doing business in Simsbury.*

*We wish you success in all your current and future endeavors!*



## **Annual Visits**

### **Business Name**

Curaleaf  
Drake Hill Mall  
Dyno Nobel Inc  
Ensign Bickford Area&Def (EBAD)  
HighCroit Simsbury LLC  
Hoffman Brothers  
McClellan  
Micro Semi  
Mitchell of Simsbury  
Simsbury Towne Shoppes  
Simsmore Square

### **Contact**

Greg Schaan  
Steve Walker  
Kelly Parent  
Chad Thompson  
Becky Haworth  
Sara Scribner  
David J. Bordonaro  
Dan Proga  
Steven Mitchell  
Tom Ryan  
Nord Christianson

## **Roundtable Invites**

Antonio's  
Bill Selig Jewelers  
Bosco's Nursery  
Ensign Bickford Realty  
Ethel Walker School  
Fitzgeralds  
Holloways  
Horan's Flower Shop Inc  
Masters School  
Riverview  
Ensign House  
Simsbury/Liberty Bank  
Story Teller Cottage

Steve Antonio  
Bill Selig  
Shawn Bosco  
Gus Jamenski  
Dr. Meera S. Viswanathan  
Brian DeVoe  
Gary Holloway  
Thomas Horan  
Ray Lagan  
John Ruess  
Mark and Ieke  
Martin Geitz & Joe Beal  
Lisa Natcharian

### **Tariffville Mill**

Welden Hardware  
Westminster School  
West Street Wines & Spirits

Melissa Brett  
William (Bill) V.N. Philip  
Jim Pabitch

### **Apple Cinemas**

Anthology of Simsbury  
The Ridge at Talcott Mountain

Dash Mortensen  
Brent Reihl



Andy's Italian Kitchen  
Vincent Funeral Home  
Rosedale Farm & Vineyard  
EDENS  
Abigail's Grille & Wine Bar  
Ana's Kitchen  
Governor's House Care & Rehab  
Killian & Donohue, LLC  
Hop Meadow Country Club  
Kane's Market

Andy Delsanto  
Richard Vincent  
Marshall Epstein  
Karen Fillian  
Markus Lehoefer  
Ana Oliveira  
Teri Moriarty  
TJ Donahue  
Lauren Zilka  
Robert Kane



# Town of Simsbury

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SIMSBURY, CONNECTICUT 06070

## Economic Development Commission Regular Meeting Minutes - DRAFT

Wednesday, April 24, 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, Brooke Freeman, Bill Freeman, Ron Jodice and Tom Earl were present. Ex officio members Town Manager Maria Capriola and Jackie Battos (Zoning Commission) were also present. Staff members in attendance included Sarah Nielsen of the Main Street Partnership and graduate student intern Tom Fitzgerald.

### **1) EDC Work Plan**

#### **a) Update from work streams/teams**

- *Business Recruitment, Retention and Outreach* – Mr. Crowther notified the group that he and the Town Manager feel they have identified 11 Tier 1 businesses in town. The plan is to establish a meeting once a year with those businesses to increase contact between them and the Town/EDC. Mr. Crowther notified the group of the Business roundtable idea and how it is coming along. The plan is to have 24 businesses show up and split into smaller groups to discuss issues and other ideas with Town officials and EDC members. The group identified June 12<sup>th</sup> as the potential date of these roundtable discussions. Details will be worked out in the coming weeks and finalized at a future EDC meeting.
- *Business Incentives* – Mr. Earl reviewed his conversation with the Economic Development Director in Windsor. The conversation talked about the ways Windsor attracts and retains businesses and the different incentive plans offered. Mr. Earl also referenced a business incentive benchmarking project recently completed by Windsor. There was group discussion of comparing the business incentive application review process in Windsor to Simsbury's process. Town staff informed the Commission of the process in Simsbury.
- *Support Entrepreneurs/Marketing* – Ms. Capriola noted that there is no funding in the FY20 budget for the marketing materials, but that there may be an opportunity to make use of current year funds if available at year-end. Ms. Freeman mentioned that there is a plan for her, Mr. Freeman and Ms. Nielsen to get together with members of the Tourism Committee to see if a combined effort on marketing materials is plausible. Mr. Freeman mentioned his idea of using the banner across Hopmeadow Street to advertise Simsbury to potential business

owners since it is a heavily trafficked area. The group liked that idea and will revisit it in future meetings.

- *Strategic Vision* – Mr. Crowther reviewed the four recommendations from prior studies that may be explored further. Mr. Crowther and Mr. Jodice volunteered to work on the review of the application approval process for land use proposals. The second recommendation, which is in regards to simplifying the zoning regulations, is already underway. The EDC will keep informed of this initiative through Mr. Jodice, the liaison to the Zoning Commission, and Jackie Battos, ex officio member from Zoning. The third recommendation, which is to create a project evaluation guide for evaluating new developments, will be explored in the future as a tool for the EDC to make recommendation to the business incentive committee. The final recommendation, which is to create an orientation manual for EDC members, will also be explored in the future.

## **2) Housekeeping Items**

### **a) Reports/Updates to and from EDC, Planning, Zoning, and Board of Selectmen liaisons**

Mr. Jodice mentioned the McLean informational presentation given to the Zoning Commission on April 15<sup>th</sup>. Ms. Battos was able to give the group some details about the potential project including the scope. It was noted that McLean is on the Tier 1 group discussed earlier in the night.

### **b) Future guest speakers/education topics**

Ms. Capriola informed the group that the Library was still in the recruitment process of a Business Resource Center Coordinator. Ms. Capriola asked the group if there are any future topics they would like potential guest speakers to discuss. Mr. Van Loon mentioned having public safety officials come and give their thoughts and ideas on economic development in Town as a way to involve all stakeholders. Mr. Earl reported on a program he went to recently and brought up the idea of potentially asking David Lehman, the Commissioner of the Department of Economic & Community Development, to guest speak to discuss State and Local partnerships.

## **3) Minutes**

### **a) March 27, 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 6:39pm.

Respectfully submitted,

Thomas Fitzgerald  
Graduate Student Intern