



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

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Economic Development Commission

Wednesday, February 23, 2022

5:30pm

Virtual Format Only

REGULAR MEETING AGENDA

Call to Order

- 1) Minutes of December 15, 2021
- 2) Consideration of Ukulele Festival fee waiver request to use Eno Memorial Hall
- 3) Stakeholder and Liaison Updates
 - a. Main Street Partnership
 - b. Chamber of Commerce
 - c. Zoning
 - d. Design Review
 - e. Sustainability
 - f. SPIRIT
 - g. Development Projects
 - h. Other
- 4) EDC 2021-2022 Work Plan Discussion and Assignments

Adjournment



Town of Simsbury

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SIMSBURY, CONNECTICUT 06070

Economic Development Commission
Regular Meeting
Minutes - Draft

Wednesday, December 15, 2021 at 5:30pm
Held Virtually via Zoom

Call to Order

The meeting was called to order by Chairman Bob Crowther at 5:33pm. Commission members Peter Van Loon, Charmaine Seavy, and Tom Earl were present. Ex officio members Bill Rice (Planning Commission) and Heather Goetz (Board of Selectmen) were also present. Staff members in attendance included: Maria Capriola, Town Manager and Melissa Appleby, Deputy Town Manager.

1) Housekeeping Items

a. Selection of Chair for November 2021 – October 2022

Mr. Van Loon made a motion to appoint Mr. Crowther as chair. Mr. Earl seconded the motion. All were in favor and the motion passed unanimously.

b. Selection of Vice Chair for November 2021 – October 2022

Mr. Van Loon made a motion to appoint Mr. Earl as vice chair. Mr. Crowther seconded the motion. All were in favor and the motion passed unanimously.

c. Liaison/Committee Appointments for November 2021 – October 2022

i. Zoning

Mr. Crowther will confirm with Mr. Jodice that he is interested in continuing as the liaison to Zoning.

ii. Design Review

Mr. Crowther will continue to serve as liaison.

iii. Sustainability Team Representative

Mr. Crowther will continue to serve as liaison. He noted that Sustainability is being combined with the Clean Energy Task Force.

iv. SPIRIT

Mr. Earl will continue to serve as liaison.

v. Development Projects

Mr. Earl will continue to serve as liaison.

vi. Business Development Incentive Committee

Mr. Earl will continue to serve as liaison.

d. 2022 Regular Meeting Schedule – Frequency of Meetings

Mr. Crowther said that the former First Selectman and former Board of Selectmen liaison to EDC met with Ms. Capriola to discuss the next term, noting that when the EDC was first formed the monthly meetings were important. Now that the EDC has been up and running for three years, the suggestion was made to condense the meeting schedule. After seeking input from all members, Mr. Crowther noted unanimous consent for changing the meeting schedule to every other month.

e. Status of Filling EDC Vacancy

Ms. Appleby said that staff will compile the applications received and will work with the Personnel Sub-Committee to schedule interviews.

f. Minutes September 22, 2021

Mr. Van Loon made a motion to approve the minutes of September 22, 2021. Mr. Earl seconded the motion. All were in favor and the motion passed unanimously.

g. Minutes of October 27, 2021

Mr. Earl made a motion to approve the minutes of October 27, 2021. Mr. Van Loon seconded the motion. All were in favor and the motion passed unanimously.

2) EDC 2021-2022 Work Plan Discussion and Assignments

The group discussed each item on the work plan. Ms. Seavy and Ms. Freeman will continue to work on the marketing project. For Business Outreach, Mr. Crowther said that he received a list of all businesses in town from the Library. He is working on segmenting the list by industry, and will engage Mr. Jodice to assist with this. This will help focus the new outreach efforts to smaller businesses. Mr. Crowther noted that we will need to assign members to the welcome packet project and website review. All other existing assignments will continue.

Mr. Crowther said that the co-working project, which was on the prior work plan, was discussed when he presented the annual report to the Board of Selectmen. He said there was much discussion on this topic, and that the project received some pushback. He said that he and Ms. Hilyard provided an update on this project at the most recent Government Affairs meeting, and that there was strong support for it. He said that we need the opportunity to fully present this proposal to the Board of Selectmen, along with the other three projects proposed by the Chamber of Commerce, in order to get clear direction on them.

3) Stakeholder and Liaison Updates

a. Main Street Partnership

Mr. Crowther read the following email update from Ms. Nielsen into the record: “SMSP has been working with the Town to improve cell phone coverage, which is first a public safety issue but also an economic development issue. We have made progress

with the major carriers on improvements throughout town, and will continue to work with them until we have resolved the major gaps.

Main Street is holding a Ribbon Cutting for Clean Juice Simsbury in January but they will have their soft open this Saturday.

I serve on Simsbury Celebrates and we were able to return again this year in person, with over 11,000 people coming into downtown for our event.

We held our Shop Simsbury event on November 26 and 27, selling thousands of dollars in gift cards again during those 2 days.

I met with Jeff Dornenburg last week and he is preparing our brochure for the marketing refresh as we speak. There was a delay due to staffing issues but he is back at it now.”

b. Chamber of Commerce

Mr. Crowther read the following email update from Ms. Hilyard into the record: “2nd Annual Simsbury Lights the Night is currently underway. This event celebrates the Holidays by encouraging residents and businesses to decorate their location and add their address to the event's Google map which is shared publicly. Thousands of locals and people from surrounding areas view the map and drive around Simsbury enjoying the festive decorations and the many wonderful shops and restaurants in town. The map and more info may be found on Facebook @SimsburyLightstheNight.

The Chamber committees are hard at work on their various initiatives including the Education Committee which is raising money for the Chamber Scholarship Fund. Last year we awarded local students with over \$6000 in scholarships and we are hoping to raise even more this year. We spoke to residents about the program at our patio booth at Simsbury Celebrates as we gave away prizes for children and accepted donations. If anyone is interested in donating to the fund please visit simsburycoc.org/scholarship.

Government Affairs Committee continues to have very informative speakers present on topics of interest to the business community and this month's meeting we met with First Selectman Wendy Mackstutis to learn about her initiatives for the upcoming year and how the Chamber can be of support. Wendy was announced she will be a standing member of the committee going forward. Next month Fire Marshall Patrick Tourville will be presenting on Jan. 18th.

We will be starting a new Tourism committee in January and have several members thrilled to participate. If anyone is interested in being a part of this committee, please email the Chamber at info@simsburycoc.org

The Simsbury, Avon/Canton and Granby Chambers have come together to launch a regional young professionals group and we will be announcing more information

about the group and our first networking event soon! The first event will be held in February.

We have continued to see membership soar as we finish out the year, with many new members joining the Chamber community each month and our existing members staying very Active. We have continued to strengthen ties with the Granby Chamber of Commerce and have more collaborative opportunities for our membership coming up in the new year.

Finally, we will be hosting a double Ribbon Cutting tomorrow from 5:00pm-7:00pm at the Mill in Tariffville for two new members and more info can be found at simsburycoc.org.”

c. Zoning

None

d. Design Review

None

e. Sustainability

Mr. Crowther said that the Sustainability Team has been trying to encourage the use of sustainable design for the Latimer Lane renovation project, including clean energy components.

f. SPIRIT

Mr. Earl reviewed the vision of SPIRIT, an overview of their sub-committee structure, and the current work of each sub-committee. He noted that SPIRIT is recruiting new members, especially for their housing and data sub-committees.

g. Development Projects

Mr. Earl said that site work is ongoing at the new development on Iron Horse Boulevard (Barber Cove). Mr. Crowther said that Mr. Earl should be connected with Chris Nelson, who is managing the project.

h. Other

Mr. Crowther said that there are two upcoming CCM workshops that may be of interest to the committee members. He will forward the information to the group.

Adjournment

Mr. Van Loon made a motion to adjourn the meeting at 6:18pm. Mr. Earl seconded the motion. All were in favor and the motion passed unanimously.

Respectfully submitted,
Melissa Appleby
Deputy Town Manager



APPENDIX A
RESERVATION FORM

Eno Memorial Hall

754 Hopmeadow Street, Simsbury, CT 06070

Phone: (860) 658-3273 / Fax: (860) 408-7046

dolson@simsbury-ct.gov

User Agreement/Room Rental

Group Name: Simsbury Performing Arts Center, Inc.

Title of Meeting/Event: Nutmeg Ukulele Festival

Event Dates: Saturday, September 10, 2022 (all rooms)

Sunday, September 11, 2022 (children's performance auditorium only)

Start Time: Sat - 7:00 AM End Time: Sat - 11:00 PM # of Attendees: 225

**auditorium only Sun - 10:00 AM Sun - 4:00 PM 150 - 300

Contact Person: Missy DiNunno

Cell Phone: 203-305-1847 Work Phone: 860-651-4052

Home Phone: _____ Email: missy@simsburymeadowsmusic.com

Secondary Contact Person: Arnold Sholovitz

Cell Phone: 860-878-7680 Work Phone: 860-658-2578

Home Phone: _____ Email: arnold@acs-law.net

Group Classification:

 Town Organization X Charitable Service Group Community Group

Room(s) Requested: (Rooms are subject to change without notice)

 X Auditorium X Old Court Room X Youth Room X Craft Room

 X South Conference Room Kitchen

Food Service: Yes X No If yes, please describe (type of beverages, snacks, meals, etc.)

No food preparation on site. Pre-packaged snacks and beverages to be offered to guest artists

and attendees. All participants will be directed to local establishments for dining at meal breaks.

Room Set-Up Diagram(s) Attached? Yes No X *To be provided closer to date*

Insurance Certificate Submitted: Yes X No *SPAC, Inc. insurance on file with Town.
Updated to cover Sept 2022 to be provided at
time of annual policy renewal.*

(Insurance is required for groups larger than 50 people)

Rental Fee: \$ 0 - waiver requested Security Deposit: \$ 0 - waiver requested

Cancellation Policy:

Groups that cancel an event with less than 24 hours' notice or are a "no show" will be charged a \$50.00 custodial fee and groups will not be permitted to use the facility until all balances are paid. Considerations for inclement weather will be given. If an event must be cancelled by Town staff due to inclement weather, all fees will be refunded in full.

Restrictions:

- **Eno Hall may not be used for private parties of any kind.**
- **Alcoholic beverages are not permitted without a Town-issued liquor permit and Board of Selectman approval.**
- **Everything brought into the building must be removed the same day as the event/meeting.**
- **All groups are responsible for leaving the facilities in the condition they were found.**

I have read the Eno Facility Use Policy and fully understand and agree to comply with the rules for the use of this Town facility. As signatory for this event, I accept responsibility for all actions of the participants in this event.

Printed Name: Missy DiNunno

Signature: *Missy DiNunno*

Date: 1-5-22

APPENDIX B DECORATIONS GUIDELINES

Eno Memorial Hall Decoration Guidelines

A. Purpose

Because Eno Hall is a very active community center and it also has great architectural importance, recognized by the National Register of Historic Places, the Town of Simsbury would like to efficiently maintain both the building's beauty and its active use.

B. Exterior

1. No decorations may be installed on the building, grounds or landscaping without prior written permission.

C. Interior

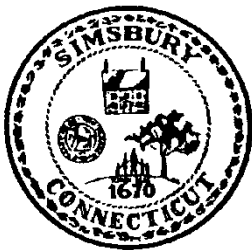
1. Nothing may be affixed to painted, wallpapered, wood or stone surfaces.
2. Decorations may be hung on glass surfaces using painters' masking tape (blue masking tape). No other adhesives are acceptable; no duct tape, staples, tacks, nails, or self-stick products may be used
3. Nothing may be suspended from the ceiling tiles or supports, curtains or blinds.
4. Nothing may be stuck to the carpet.

D. Safety Regulations

1. Fire doors must remain clear and closed as appropriate
2. Clear fire lanes within each room must be maintained (7') as designated by the Fire Marshal, i.e. tables and chairs cannot block the safe egress from the room.
3. No covering the lights.
4. Entrances/exits must remain clear.
5. No shredded mylar, confetti, or silly string as they are extremely combustible.
6. No open flames.

E. Procedures

1. Please send in a sheet detailing the decorations as planned, and any electrical needs if out of the ordinary (light systems, sound systems, plug cords, etc.). If you have further questions about fire regulations, you may wish to call the Town Fire Marshal at (860) 658-1971
2. Temporary equipment must gain approval through the Director of Public Works, and must be placed appropriately for clearance around machines, their use, and any electrical needs.
3. An appropriate reimbursement will be assessed for any damage to the building



Town of Simsbury

Eno Memorial Hall - Fee Structure

Week Day - Large Group Fee:

Large Group is 50 persons or more

	Old Court Rm	Youth Room	Kitchen*	Auditorium		Entire Building
Group Size:	< 50	50 - 90	n/a	<-150	150+	< 500
First 4 hours	NA	\$ 35	\$ 35	\$ 100	\$ 150	NA
Each additional hour	NA	\$ 15	\$ 10	\$ 15	\$ 35	NA

Weekend/Holiday Fee Structure:

	Old Court Rm	Youth Room	Kitchen*	Auditorium		Entire Building
Group Size:	< 50	< 90	n/a	< 200	200+	
First 4 hours	\$ 400	\$ 400	\$ 100	\$ 800	\$1,200	\$ 2,500
Each additional hour	\$ 50	\$ 50	\$ 15	\$ 150	\$ 200	\$ 400

* Fees for kitchen use are concurrent with fees for other rooms. Kitchen is to be cleaned by occupants before leaving.

** Charitable Service Organizations as defined by the Eno Facility Use Policy will receive a 50% discount on the rates shown above.

Adopted by the Board of Selectmen on November 26, 2018

ENO MEMORIAL HALL REQUEST FOR WAIVER OF RENTAL FEE

Please note that if room rental fee is waived, custodial charges will still apply

Group Name: Simsbury Performing Arts Center, Inc.
Event Name: Nutmeg Ukulele Festival (Saturday) Children's Uke Performance (Sun)
Date(s) of Function: Saturday, September 10, 2022 and Sunday September 11, 2022
Time: from: 9/10 - 7:00 AM to: Sat - 11:00 PM Anticipated # of Participants: Sat - 225 Sun - 150-300
Time: from: 9/11 - 10 AM to: Sun - 4 PM

Requestor's Name: Missy DiNunno

Are you a non-profit supporting Simsbury residents? Yes: X No: _____

Phone #: 203-305-1847 Email: missy@simsburymeadowsmusic.com

Reason for Request: This will be the inaugural year of what is hoped to become an ever growing annual festival. Given that the first year of any endeavor requires building an audience, we expect this year to break even at best. As such, the Town's financial support by way of offering a home for the festival, would be critical from a budgetary standpoint.
Will you be using stage lighting? Yes: X No: _____

Have fees been waived in the past? n/a If so, provide date(s): _____

Will this event provide financial support to a Town of Simsbury program, service, or asset?

Yes: X No: _____

If yes, in what way? The event is expected to draw a group of local, regional, and national music enthusiasts, primarily falling in the middle to senior age groups. As part of its commitment to DEI initiatives, SPAC, inc supports programming and enrichment for the senior population of Simsbury and beyond.

Will this event provide an economic development benefit to Simsbury? Yes: X No: _____

If yes, in what way? The festival will draw a number of attendees from out of town who will require hotel rooms, and who will patronize local restaurants and shops during their stay in Simsbury.

Will tickets be sold for this event? Yes: X No: _____

If yes, where do proceeds from ticket revenue go and how much is being charged per ticket? _____
\$125 / ticket for festival participation - proceeds to Simsbury Performing Arts Center, Inc.

Missy DiNunno

1-5-22

Signature of Applicant

Date Submitted

INTERNAL USE ONLY

Request Approved: Yes: _____ No: _____ N/A (econ dev benefit see below): _____

Thomas J. Roy, P.E.
Director of Public Works

Date Approved or Denied

For Fee Waiver Requests based on an economic development benefit, Economic Development Commission (EDC) approval/denial is required:

Thomas J. Roy, P.E.
Director of Public Works

Date Approved or Denied by EDC

vi. Business Development Incentive Committee (current: Peter)

Items a-c were tabled due to the absence of two members.

d. 2022 Regular Meeting Schedule

The proposed 2022 meeting schedule was approved as presented by consensus.

e. Status of Filling EDC Vacancy

Ms. Capriola said that we are planning to repost the announcement for the current vacancy.

f. Minutes September 22, 2021

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

3) Finalization of EDC 2020-2021 Annual Report

Mr. Crowther said that he would like to add the proposals from the Chamber of Commerce as an attachment to the report. This includes the co-working website proposal, Doing Business in Simsbury Guide, permitting guide, and tourism map.

4) EDC 2021-2022 Work Plan Ideas

The group reviewed the draft work plan. Mr. Crowther pointed out the new items, including: implementing a business visitation program for small and medium-sized businesses; creating and distributing a welcome packet for new businesses; and updates to the EDC section of the Town website. The group discussed the need to come up with specific ideas for the “supporting entrepreneurs” work stream.

5) 2020-2021 EDC Work Plan Updates

a) Marketing Project Update

Ms. Seavy reported that the next phase of the project has been initiated.

b) Other

None

6) Stakeholder and Liaison Updates

a) Main Street Partnership

Updates were provided under agenda item #1.

b) Chamber of Commerce

None

c) Business & Career Center

Mr. Sherman said that he has started running his programs in a hybrid format, such that individuals may participate in person or virtually.

d) Zoning

Mr. Jodice said that Zoning has been considering two state regulations. In regards to the legalization of marijuana, the Zoning Commission voted for a one-year moratorium on recreational facilities. In regards to accessory dwelling units, the Commission will be discussing whether to opt out or not at their meeting on November 15.

e) Design Review

None

f) Sustainability

Mr. Crowther said that Sustainability and the Clean Energy Task Force will be combining to form one committee.

g) SPIRIT

None

h) Development Projects

None

i) Other

Ms. Capriola said that a public hearing on the proposed short-term rental ordinance is scheduled for November 8 at 6:00pm.

Adjournment

Mr. Jodice made a motion to adjourn the meeting at 6:45pm. Ms. Seavy seconded the motion. All were in favor and the motion passed unanimously.

Respectfully submitted,
Melissa Appleby
Deputy Town Manager



Town of Simsbury

933 HOPMEADOW STREET ~ SIMSBURY, CONNECTICUT 06070

Maria E. Capriola – Town Manager

To: Trish Munroe, Town Clerk

Cc: Economic Development Commission

From: Maria E. Capriola, Town Manager

Date: October 28, 2021

Re: Economic Development Commission -2022 Regular Meeting Schedule

At their meeting on October 27, 2021 the Economic Development Commission agreed by consensus to its regular meeting schedule for 2022. Meetings will be held monthly on the fourth Wednesday at 5:30pm unless otherwise noted below.

Meeting dates are as follows:

January 26, 2022

February 23, 2022

March 23, 2022

April 27, 2022

May 25, 2022

June 22, 2022

July 27, 2022

August 24, 2022

September 28, 2022

October 26, 2022

November 16, 2022 (third Wednesday due to proximity to the Thanksgiving holiday)

December 14, 2022 (third Wednesday due to proximity to the Christmas holiday)

The meetings will be held virtually or in a location to be determined. Meetings will be properly noticed in accordance with FOIA requirements.

2021-2022 EDC Work Plan – ADOPTED

Work Stream	Task	Person/People
Marketing	Complete marketing materials refresh for tourism, real estate, and business recruitment purposes.	Brooke Freeman, Charmaine Seavy Staff: Sarah Nielsen
Business Outreach	Continue to conduct business outreach with large businesses. Implement visitation program for EDC members with smaller and medium sized businesses. NEW Collect and track feedback.	Bob Crowther, Charmaine Seavy, Tom Earl Staff: Maria Capriola, Melissa Appleby, Mike Glidden, Tom Fitzgerald
Business Outreach NEW	Create welcome letter and/or packet for new businesses, collaborating with key stakeholders. Reach out to new businesses monthly.	To be Determined Staff: Town Manager's Office, Sarah Nielsen, Morgan Hilyard
Business Outreach	Continue EDC member shadow program for development projects.	Tom Earl, Peter Van Loon Staff: Mike Glidden
Support Entrepreneurs NEW	Create updates to the economic development portions of the Town's official website. Once complete, conduct quarterly audit of information for relevance and accuracy.	To be Determined Staff: Melissa Appleby, Business and Career Center Coordinator
Support Entrepreneurs	Support infrastructure for entrepreneurs. Promote access to business resources, information, and infrastructure.	Peter Van Loon, Ron Jodice Staff: Business and Career Center Coordinator