



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## Economic Development Commission Regular Meeting Minutes - Approved

Wednesday, December 18, 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, Ron Jodice, Charmaine Seavy, Tom Earl and Brooke Freeman were present. Ex officio members Maria Capriola (Town Manager), Bill Rice (Planning Commission), and Jackie Battos (Board of Selectmen) were also present. Staff members in attendance included Tom Roy, Director Public Works, Mike Glidden, Director of Planning and Community Development, and Melissa Appleby, Deputy Town Manager.

### **1) Guest Speaker: Cheri Calnan – Sustainability Team Update**

Ms. Calnan provided an overview of the Sustainable CT certification program, which takes a holistic approach to sustainability. She provided an outline of the action items, by category, for which the Town needed to demonstrate proficiency. Ms. Calnan noted that the Town had already done a lot of the work on many of the action items, and that the efforts toward certification really just involved documenting those efforts. The Sustainability Team submitted the application, and we received the Silver designation. This certification is good for three years.

Ms. Calnan reviewed the benefits of the program, the categories and action items, and the resources and support that are available to participating communities. Mr. Roy discussed the 2016 downtown parking study, which was submitted as supporting documentation during the certification process. He reviewed results of that study, which included shared parking arrangements, signage, and other recommendations.

Discussion ensued regarding how this program applies to the EDC. Ms. Calnan noted that there are several action items related to economic development, including supporting local businesses and sustainable workforce development. The group agreed that Sustainable CT should be a guideline for the EDC, and a complement to the work that it is doing.

### **2) Guest Speaker: Andrew Sherman – Library Business Resource Center**

Mr. Sherman introduced himself and provided an overview of his background and experience. He has ten years of experience as a librarian, and previously worked in the IT and banking sectors. Mr. Sherman also provided an overview of the function of the Business Resource Center, which provides support to businesses and offers career development services.

### **3) EDC Adopted 2019-2020 Work Plan**

#### **a) Updated work streams/teams**

- *Business Incentives* – Mr. Van Loon said that he and Mr. Earl reviewed the business incentive policy and made some recommended wording changes. He noted that it reads more like a tax abatement and fee waiver policy as opposed to an incentive policy. The

work team came up with a one-page incentive policy with eight criteria; staff will send this to the full group for review and comment. Feedback is due by January 8.

- *Marketing* – Ms. Capriola said that we are working on getting a draft contract signed with the marketing firm that will be assisting with the project. Once we have a signed contract, we can get going on updating the marketing materials. Ms. Seavy noted that the materials should be comprehensive, such that they can be used by Main Street, Tourism, the Town, realtors, and others.
- *Business Outreach* – Mr. Crowther said that we are working on a roundtable with Senator Witkos and Representative Hampton. This will be coordinated with the Chamber of Commerce and will take place on the morning of Tuesday, February 11. He noted that moving forward, the roundtables will be more industry-specific. He will be connecting with Sarah Nielsen on coordinating a roundtable for the real estate group.
- *Support Entrepreneurs* – Two new items were added to this work stream: support infrastructure for entrepreneurs and develop a plan for co-working space. Mr. Jodice, Mr. Van Loon, and Mr. Sherman will get together and bring forward a strategy to the group.

#### **4) Housekeeping Items**

##### **a) Liaison Appointment for November 2019-October 2020**

- **Design Review**

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

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

Mr. Jodice said that the Zoning Commission is still reviewing the proposed revisions to their regulations. Ms. Capriola noted that the short-term rental work group will start its work in January.

Mr. Rice said that the Planning Commission will potentially undertake an update to the 2017 POCD based on feedback received in the last couple of years, and changes that have occurred. He also said that the Planning Commission and Zoning Commission are planning a joint meeting for February 2020.

#### **5) Minutes**

##### **a) November 20, 2019**

Mr. Van Loon 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 7:10pm.

Respectfully submitted,

Melissa Appleby  
Deputy Town Manager