

From: Lois Laczko March 16, 2011 3:59:32 PM
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To: SimsburyCT_EconMin
Cc:

ADOPTED

ECONOMIC DEVELOPMENT COMMISSION MINUTES
February 10, 2011
REGULAR MEETING

1. Call To Order

Chairman Deming called the regular meeting of the Economic Development Commission to order at 7:32 AM in the Main Meeting Room of the Simsbury Town Offices. Commission members Nancy Haase, Chuck Minor, Derek Peterson, and Lou George were present.

2. Approval of Minutes of January 13, 2011

Several edits were made to the minutes.

Commissioner George made a motion to approve the January 13, 2011 minutes as amended. Commissioner Minor seconded the motion, which was unanimously approved.

3. Reports: SMSP, FVVA

Ms. Anstey stated that there has been a lot of speculation regarding regional tourism. She stated that the State budget will be coming out on February 16th.

Ms. Anstey stated that they recently had a Film Commission meeting. At an upcoming meeting, they will be discussing entertainment law. Two attorneys will be speaking at this upcoming meeting on this issue.

Ms. Nielsen stated that Martin Luther King Day was a big success. Unfortunately, they did have to turn away approximately 100 people at the second showing. She stated that this event made national news. Regarding the Teen Chef program, Simsbury was the winner at the battle; they had four guest judges. This program also educates people about obesity as well as other issues. Ms. Nielsen stated that the Farmer's Market will begin June

2nd. They have already had their vendor orientation. There will be more vendors involved this year.

Regarding the Business Capital Expo, Ms. Nielsen stated that the name will change for this year's event. She stated that there still needs to be discussions regarding what the business themes should be and how they can help businesses grow. The tentative date for this event is May 12th and it will be held at the Riverview.

Regarding the Route 10 Corridor study, Ms. Nielsen stated that over 100 people attended. She stated that tonight is the final presentation. The Charrette related to this study has been very successful. Many of the suggestions that are in the 20 year plan are very exciting including bike trails, bridges, etc.

Regarding marketing the Charrette and PAD, Ms. Nielsen stated that the Town is getting national news. Mr. Peck and Mr. Einsweiler have had meetings across the State, which is the most comprehensive way to market what Simsbury is doing.

4. Presentation of Metro Hartford Alliance by Sandra Johnson

Ms. Glassman stated that the Town is in the process of doing the budgets. If the Economic Development Commission has any feedback, please let her know. She stated that the Board of Finance's goal is to have a negative 1% to a 1% increase in the budget. Their number one goal is to not lay anyone off.

Ms. Johnson of Metro Hartford Alliance distributed a handout for the Commission members. She stated that they work for municipalities as well as for economic development.

Ms. Johnson stated that MHA helps Towns in terms of economic development marketing, including bus tours and printing articles; lead management; technical assistance; eNews Municipal newsletter; EDDI, a site selector's gateway to Towns; Legislative Bill alerts; Scholarship funding, up to \$500 in a calendar year; and reduced rates for Alliance Programs, including the Rising Star Breakfasts.

Chairman Deming stated that the Town is under extreme budgetary constraints. Ms. Johnson stated that the cost would be \$386.10 per month for the Town to be a member of MHA.

Commissioner Haase questioned how the MHA could help Simsbury market the PAD and Town Center Code Regulation. Ms. Johnson stated that this would come under their technical assistance. She stated that the key would be to

know who they are marketing to. She stated that they could bring in the people that Simsbury needs to target. MHA would be happy to work with Simsbury to help.

5. Planning Updates: Town Center Zone Regulation; Rt. 10 Corridor Study/Charrette

Ms. Haase read an email from Mr. Peck which stated that he encouraged members to come to the final presentation of the Route 10 Corridor study tonight. He also wrote that he continues working on the FILO Regulation. Also, the WPCA study is underway. He continues to work on this as well as making recommendations for funding for several sites regarding this issue. There will be a public hearing for the Town Center Code on March 21st. The draft regulation is currently on the Town website. The Zoning Commission has asked that the Town Center Code definitions be moved to the Zoning Regulations, which he is in the process of doing. Mr. Peck also wrote that the PAD and Town Center Code marketing efforts continue. He will be meeting and making presentations in other parts of the State. Regarding the DOT parking lots, he wrote that the proposal is almost complete, although funding is still needed for the appraisals of the parking lot.

Regarding the Tax Abatement Program, Commissioner George stated that Phonon has just gone through this program. He stated that there may be some things that need to be adjusted in that Regulation. The Committee will be recommending changes to the Board of Selectmen. He stated that this is an important program and as the Economic Development Commission they should keep an eye on this Regulation to make sure it continues to work. Ms. Glassman stated that the time periods may be unclear in the Regulation. She stated that it would be helpful to the Town if the Economic Development Commission could look at the regulation and give recommendations to the Board of Selectmen prior to them taking up this issue.

Regarding the Fee In Lieu Of Open Space Regulation, the Commission discussed what this money could be used for. Commissioner George stated that he feels the FILO Regulation can be a motivating factor for within a project or in another part of Town. He stated that he would not be in favor of the money being used for exclusively open space. He questioned if gazebos for recreation would be a possibility; he feels wording for this should be in the Regulation. Ms. Glassman stated that there will be a public hearing on this issue. How the money can be used is a key part of this Regulation. She stated that she will email the draft to the Commission members for their feedback.

Regarding the Route 10 Corridor study, Ms. Glassman encouraged the Commission members to go to the Library during the day or go to the final presentation tonight. She stated that they have gotten a great deal of

feedback throughout the Charrette; there have been a lot of great ideas. She stated that this study has been very exciting and will make a difference in how Simsbury grows.

Regarding implementation, Ms. Glassman stated that the Town asked for this study to be done. The study was paid for by Federal funding and CROCG as well as a small portion funded by Simsbury. They will go to CROCG in order to get funding to implement portions of the plan.

In response to Chairman Deming's question regarding how the draft becomes final, Ms. Glassman stated that the draft will be presented at tonight's final presentation. The Steering Committee will then reflect on what has been heard throughout the Charrette process. The Board of Selectmen will also have a public hearing and the Town may or may not adopt the plan. If the plan is not adopted, they will continue working to move forward.

6. Marketing the PAD and Town Center Zone Regulation: Strategies, Media and Forums

Ms. Glassman stated the public hearing process is very important. The Economic Development Commission should look at the draft and if they have an opinion, that they stated that opinion at the public hearing. She stated that the PAD and Town Center Zone Regulations are going to be a good thing for Simsbury.

Mr. Gallagher, Chairman of the Zoning Commission, stated that the Zoning Commission passed the PAD. The public hearing will be held on March 21st. He stated that the Consent Agenda will also be explained at this meeting.

Mr. Gallagher stated that there has been a lot of discussion regarding the sewage treatment fees. Mr. Peck has been working to make it feasible for certain PAD applicants.

A member of the audience stated that a lot of good things are happening in Simsbury and this message needs to get out. Simsbury has the reputation of being anti-development. The consistency in the message is the key factor because there are differences in opinions regarding what should happen regarding development as well as preserving the character of the Town. He stated that he would be reluctant to have the PAD as the headliner because it is an open ended tool. The PAD should be marketed along with the bigger picture.

Commissioner Haase stated that there are many people who offer in-kind services. She suggested getting a subcommittee together with people who have marketing expertise in order to craft a message and to start moving forward.

7. Old Business: Update on WPCA Meeting

Chairman Deming stated he attended a recent WPCA meeting. He stated that they are not willing to come up with an alternate fee schedule, although they would consider, instead of charging the fee for a hookup, stretch out the payment and cost shift it to the unit as opposed to the developer paying this cost up front.

Chairman Deming stated that the WPCA is counting on 25 units coming on each year, which helps them offset the loan for the improvement to the plant.

Chairman Deming stated that he had a discussion with the Canton Economic Development Commission regarding doing some coordinated economic cooperation around the sections of Route 167 and Route 44. They are willing to meet with Simsbury's Town Planners to start this discussion.

8. Adjournment

Commissioner George made a motion to adjourn the meeting at 9:08 a.m. Commissioner Peterson seconded the motion, which was unanimously approved.