

From: Lois Laczko July 15, 2011 10:39:26 AM
Subject: Economic Development Commission Minutes 06/09/2011
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To: SimsburyCT_EconMin
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ECONOMIC DEVELOPMENT COMMISSION
JUNE 9, 2011 – MINUTES
REGULAR MEETING

I. CALL TO ORDER

Mark Deming, Chairman, called the regular meeting of the Economic Development to order at 7:30 a.m. in the Main Meeting Room at the Town Offices. The following members were present: Derek Peterson, Gary Dornbush, Todd Burrick, Andrew Markowski, Louis George, Timothy Ellsworth, and Charles Minor. Also in attendance were Hiram Peck, Director of Planning and other interested parties.

2. APPROVAL OF MINUTES of May 12, 2011

Commissioner Peterson moved to approve the minutes of May 12, 2011 as presented. The motion was seconded by Commissioner George and passed unanimously.

3. NOMINATION AND ELECTION OF A VICE CHAIRMAN

Commissioner Peterson moved to elect Commissioner Dornbush as Vice Chairman of the Economic Development Commission. The motion was seconded by Commissioner Minor and passed unanimously.

4. REPORTS: SMSP, FVVA

Chairman Deming said that the Showcase Simsbury event will be held on Friday, September 23, 2011. They will be inviting town officials, property owners, builders, developers, commercial real estate people, and architects. This will be for the Town of Simsbury to present the two new regulations, "Planned Area Development" and the "Town Center Zone".

Commissioner Peterson has been doing some research on finding out how they

can get some publications and press on this event. He said that the newspapers are just going to put a calendar item in their papers and this will really hit mostly the residents of town, as opposed to people EDC is targeting such as developers or site selectors. They would be better off placing an ad or an article in a trade magazine. This will probably require some level of funding to try and get a half page or a full page ad in to showcase Simsbury and this particular event. He said that the New England Business Journal runs an economic development issue every August and this would be a great opportunity to separate the information that they are going to issue to the press and to the trade magazines. Commissioner Peterson said that they might have to secure some discretionary funding to get an ad into to a couple of trade magazines. In addition email notifications will go out. He said that they should get a story out of this in the Hartford Business Journal. Ms. Nielsen will take care of writing up the press release. After this is put together, he will email it to the Commission for input. Also, they would like to start putting together some sort of marketing piece that can be submitted for sometime in July so it makes the EDC issue of the New England Business Journal. This will be one of the best ways to get their name out there and this particular event.

It was asked if they go to the Board of Selectmen and request monies, what would be a rough budget amount. Commissioner Peterson said as a guess, and based on some advertising costs, it would be from \$250 - \$300 for a half page advertisement and a full page advertisement from \$500 to \$600 depending on if they get some type of EDC discount. They most likely would have to request an amount from \$1,200 to \$1,700.

Chairman Deming said that the Board of Selectman seems to be pretty disposed on providing some funding for specific things like this. After he speaks to Sarah, he will draft a letter to the Board of Selectmen outlining in greater detail what they want to do and ask for a certain sum of money.

A Commissioner suggested that this event be posted on the Town Web Site. Chairman Deming said that it should definitely go up there.

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Chairman Deming said that he will be meeting again with Charity Folk of the Chamber of Commerce, and Sarah Nielsen, Main Street Partnership, in late June. They meet once a month and have already secured the Mason's Hall for the event and put the layout together. Now it is down to getting the list of invitees together. The September event itself will take about three hours from around 8:30 or 9:00 in the morning until about noon. Chairman

Deming said that they meet at the Chamber of Commerce and anyone is welcome to attend. Commissioner Peterson said that someone from the Valley Press and the Simsbury Post will be at the event, and he is still trying to reach someone at the Hartford Courant.

5. OLD BUSINESS: SHOULD THE TOWN USE FINANCIAL MODELING; ASSESSMENT FORBEARANCE

Chairman Deming said that back in November they had talked about the use of a financial modeling, which the Town of Granby and Darien uses. They essentially take all of the town's finances (education, construction, and large infrastructure), and they drop it in to figure what the town's mill rate may be three to five years out. Chairman Deming said that he had talked to a few people on the Board of Finance, and there seemed to be interest in perhaps adopting something like this for the Town. He passed out copies of what had been distributed in November to the new members, and asked them to read through the documents. He will put this item back on the agenda for their July meeting.

6. WPCA POLICY INITIATIVES FOR THE PAD AND TOWN CENTER ZONE

Hiram Peck said that he has had a number of discussions with Richard Sawitzke, Town Engineer, on this issue. He said that he is looking at three different sites and taking an analysis of them based on the current WPCA proposals for those sites, and coming up with projections on what they can expect. He is also plugging in something that they most likely have not thought about in recent years, which is what is the reality of these projections coming forward given the economic climate that we currently have. Mr. Peck said that he also is plugging in the West Street site and Ron Janeczko's proposal for the Hop Brook site, and coming up with a projection as to what our recommendation is for them to go forward. He thinks it is significantly less than the \$4,095 per connection. The total connection fee for that site should be somewhere between \$240,000 and \$250,000 as opposed to \$400,000. Mr. Peck said that they feel this is a reasonable amount.

Mr. Peck said that he is looking for support from other staff people, but WPCA does things differently than he does. He feels that he has a unique perspective with regard to development and to things that are happening and what may happen in this town. For example, Engineering will look at the pipes and what things cost, and WPCA has their own issues because they are a separate entity and not really regulated by the Board of Selectmen. On the other hand, in his opinion, the Board of Selectmen has a policy role to take a lead in this particular issue and make suggestions.

Mr. Peck said that he feels that there is a potential long term chilling

affect on the development climate should they stick to the position that WPCA currently has now. Chairman Deming asked if Hiram would be making a presentation to the WPCA. Mr. Peck said that he would and if Mary Glassman wants him to he would then make the presentation to the BOS.

Ron Janeczko, Landworks Development, said at the last meeting of the WPCA they did form a new special subcommittee to study this issue. Three individuals did volunteer to serve on this and they asked him to sit down and review all of his materials. Mr. Janeczko said that he did agree. He also said that he has been working with the WPCA for one year now before the PAD Zone was ever approved. Now there is a PAD Zone, and they have been approved by the Zoning Commission under the PAD Zone. Their site plan has been completed and they are ready to build very soon. They still do not have approval to tie into the system. He said that the WPCA minutes of June, 2010 said that final approval of your allocation must be received before you proceed. Mr. Janeczko said that he encourages a special meeting with WPCA to get all these issues resolved. Also, if the sub-committee meets prior to the special meeting he would be glad to participate as it might help to smooth everything out.

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Chairman Deming said that he would like to take a vote on whether he should draft a letter to the Board of Selectmen and copy WPCA on it stating what EDC thinks about this issue that should be resolved, perhaps based on the new methodologies that Hiram is coming up with. Chairman Deming said that he thinks, for the PAD and the Town Center Zone, he would like to see a uniform and fair policy for these two areas so they do not get into a case by case situation. Also, if people are making inquires at least the costs could be laid out.

Commissioner Dornbush moved to have Chairman Deming draft the above discussed letter to the Board of Selectmen (copy to the WPCA). The motion was seconded by Commissioner George and passed unanimously.

7. ADJOURNMENT

A motion was made and seconded to adjourn the meeting at 8:30 a.m. This motion passed unanimously.

Mark Deming, Chairman