

From: Lois Laczko November 10, 2011 9:56:55 AM  
Subject: Economic Development Commission Minutes 09082011 ADOPTED  
To: SimsburyCT\_EconMin  
Cc:

ECONOMIC DEVELOPMENT COMMISSION MINUTES - ADOPTED  
REGULAR MEETING  
SEPTEMBER 8, 2011

I. CALL TO ORDER

Mark Deming, Chairman, called the regular meeting of the Economic Development Commission to order on Thursday, September 8th, 2011 at 7:42 a.m. in the Main Meeting Room at the Town Offices. The following members were present: Mark Deming, Derek Peterson, Gary Dornbush, Louis George, Andrew Markowski and Timothy Ellsworth. Also in attendance were Sarah Nielsen, Executive Director of Simsbury Main Street Partnership, Ferg Jansen, liaison to the Planning Commission and Leslie Faraci, Commission Clerk.

II. APPROVAL OF MINUTES - JULY 14, 2011 & AUGUST 11, 2011

Commissioner Dornbush moved to approve the minutes of July 14, 2011 and August 11, 2011 as presented. The motion was seconded by Commissioner Peterson and passed unanimously.

III. ANNOUNCEMENT: RESIGNATION OF TODD BURRICK FROM THE EDC

Commissioner Deming announced that Commissioner Burrick resigned from the EDC due to the fact that he has been appointed to the Board of Education.

IV. REPORTS: FVVA

Commissioner Deming had an update provided to him by Nancy Anstey, Executive Director of the Farmington Valley Visitors Association. (1) Ms. Anstey wrote that they are helping with the NYU Thesis Short Film Project, slated to be shot in the Farmington (September 11-19, 2011). (2) Ms. Anstey listed upcoming events that they are providing information/materials for & planning for; SeptemberFest, Sam Collins Day, Avon Day and New England Jazz Festival (3) FVVA is working on their 2012 Guide, coming out mid-October (4) They are preparing for their Annual Meeting at the end of October (5) Working on 4th Annual Haunted Miniature Golf.

V. REPORTS: SMSP; UPDATE OF "SIMSBURY SHOWCASE" EVENT

Commissioner Deming said the Simsbury Showcase invitations have gone out to

the invited parties and they hope to have an attendance of approximately 40-50 people. Commissioner Peterson then updated the Commission that the press release will be sent out this week. The budget for the advertising/PR was discussed among the Commission members. Commissioner Deming then said that boards and maps were being created for the Showcase to give attendees a visual piece to view.

Commissioner George asked if they had required invitees to RSVP and Commissioner Deming confirmed, yes. It was discussed that Land Planners should be included on the invitation list, as they are instrumental in the development process. It was also discussed that the invitations went out to individuals throughout the Greater Hartford Area and some beyond the GHA.

#### VI. DISCUSSION WITH WPCA POLICY INITIATIVES FOR THE PAD & TCZ

Commissioner Deming said he had attended the WCPA's sub-committee with Hirem Peck, Director of Planning and Ron Janeczko, Landworks Development, was also in attendance. Commissioner Deming said he believes they have moved to the point where WPCA realizes that we are only looking for them to reconfigure the rate structure for the PAD and TCZ, and not looking for them to change it for all the areas they serve. Commissioner Deming said WCPA is holding a meeting tonight and mentioned that they are considering hiring an outside consultant to crunch the numbers and to address the issue of getting around the Facility Connection Charge (FCC) of \$4,095/residential unit, since commercial is essentially charged on the basis of use, as they are two different things. Commissioner Deming mentioned he told the sub-committee that by the time Simsbury Showcase is to be held, they have to have some form of a model which will answer developer's questions. It was discussed among the Commission about how this process is taking such a long time. It was discussed how the FCC charge was created in order to cover the WPCA's debt service, but with their miscalculated projections with regards to build-out, they are going to have to do find an alternative source of revenue, as they will have a shortfall with the current structured. Alternative options to cover this shortfall were discussed among the Commission members.

Commissioner Deming commented how the Hop Brook project is essentially stalled because of this issue.

Commissioner Ellsworth agreed and exclaimed how this issue is symptomatic of a broken system, meaning instead of removing road-blocks for developers to create growth, road-blocks are being created. He said how disappointed he is that this issue is taking so long and that this will be a big detriment to the Town, as Land Planners will not want to deal with these time consuming road-blocks. Commissioner George agreed and said developers just want to know that decisions will be made on a timely basis, and if they don't think that will happen, they will go somewhere else. Other Commissioner members agreed and discussed other instances in which

developers have been held up due to issues like this one. Commissioner Ellsworth commented how there are towns that can move things along well, citing Windsor as one of those towns. It was then discussed how although WPCA is a separate entity and not run by the Town, there could be pressure from leadership within Simsbury to make things happen and move this process forward.

Commissioner Deming said he had asked the WPCA why they could not change to charge by flow for the PAD, but the WPCA said it would be too complex.

It was then discussed that someone from the EDC should attend the WPCA meeting tonight in order to relay what was being discussed this morning and to provide further input. Commissioner Deming and Commissioner Ellsworth both said they were going to try and make it to the WPCA meeting. It was discussed that it is important for someone to be there in order to give the WPCA some sort of urgency to find a solution to this issue. Commissioner Dornbush asked what Mary Glassman's, First Selectman, involvement will be in this, knowing that this potential development is a major tax contributor and could help keep future mill rate increases under control. Commissioner Dornbush said he thinks either Mary Glassman or someone from the Board of Finance needs to get involved. Commissioner Deming said that Paul Henault, Chairman of the Board of Finance, said he would step in if need be.

Commissioner George again expressed how important it would be for someone from the Commission to attend the WPCA meeting as well as see if Mary Glassman can attend. Commissioner Deming said he had a conflict with a Route 10 Study meeting this evening, but would try to go after that was complete. The Route 10 Study was then discussed briefly by the Commission.

#### OLD/NEW BUSINESS

Commissioner Dornbush commented that he was curious about on the south end of Town, where the old Patio Barn is located. He said it looked as if there is activity going on and he was asking if anyone knew if that is the case. It was commented that there was some activity, but that the Barn was going to be restored. Commissioner Deming then mentioned that the new Duncan Donuts across from that location was a success story and that the developer on that property had an extremely smooth process working with Hiram Peck and the Town.

Commissioner Dornbush then brought up the flooding issue on the land over by Warner's Nursery. It was discussed that unfortunately, there is not much that can be done, and those who bought and built in those areas knew they were located in a flood plain. Commissioner Ellsworth gave some history on the river channel and what had been previously done to reduce typical flood levels. Commissioner Ellsworth then noted that the Colebrook Reservoir was created purely as a flooding reservoir, that is used as a buffer. Beyond

these steps previously taken, Commissioner Ellsworth said he is not sure what can be done additionally. Commissioner Ellsworth said those on Riverside Road have their eyes open and have dealt with the flooding before.

The revised Blight Ordinance was then discussed briefly by the Commission members.

SMSP - Sarah Nielsen, Executive Director of Simsbury Main Street Partnership, arrived and updated the Commission on the Simsbury Showcase. Ms. Nielsen gave an overview of who was on the invitation list; commercial real estate brokers, developers, architects, financial institutions, land planners, other individuals related to development and then she sent it throughout other industry network groups. Ms. Nielsen said she is tracking RSVP's.

Ms. Nielsen discussed a one-page promotional piece that was being created in conjunction with Mr. Peck, meant to add value in terms of promoting Simsbury as a development-friendly Town. She asked Commission members to send along any ideas they might have in terms of what would be useful information to include. Ms. Nielsen said this promotional piece was going to be ready in time for Simsbury Showcase.

Commissioner George asked Ms. Nielsen about the end-result for all of the concert series. Ms. Nielsen said that Talcott Mountain, even with challenging weather, was successful enough that there should be no question in terms of them returning next year, as there had been in previous years. Ms. Nielsen commented that The Iron Horse Series was a much smaller series, and was new, so it was challenging for the vendors. Ms. Nielsen commented that the restaurants always get a nice bump from the Talcott Mountain Series, although in the future, she would like to get the retailers more involved in some capacity. Ms. Nielsen said she could present numbers to the Commission at the next meeting outlining the successes and shortfalls of the concert series. Then the alcohol policies at the different concerts were discussed by Ms. Nielsen, Mr. Jansen and the Commission. It was then discussed how these concerts could be better run, promoted or organized in order to create more traffic to the Town.

Commissioner Deming said the next Commission meeting is Thursday, October 13, 2011.

## VII. ADJOURNMENT

Commissioner George made a motion to adjourn the meeting at 8:48 a.m. This motion was seconded by Commissioner Dornbush and was passed unanimously.

Respectfully submitted,

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Mark Deming, Chairman