

From: Lois Laczko November 8, 2010 10:39:39 AM
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Cc:

ADOPTED

ECONOMIC DEVELOPMENT COMMISSION MINUTES
October 14, 2010
REGULAR MEETING

1. Call To Order

Chairman Deming called the regular meeting of the Economic Development Commission to order at 7:36 AM in the Main Meeting Room of the Simsbury Town Offices. Commission members Nancy Haase, Gary Dornbush, and Lou George were present.

2. Approval of Minutes of June 10, 2010 and July 15, 2010

Commissioner George made a motion to approve the June 10, 2010 and July 15, 2010 minutes as written. Commissioner Dornbush seconded the motion, which was unanimously approved.

3. Reports: SMSP, FVVA

Ms. Ansty stated that the barn tour for this Saturday has been canceled. They will be rescheduling this event in the spring. She stated that there will also be a haunted miniature golf event in Farmington, which will be held this month.

Ms. Ansty stated that the 2011 guide is almost complete. They will also be having a special meeting of the Farmington Valley Film Commission. There is a gentleman who would like to film in the Farmington Valley; he is looking at sites, restaurants and houses in the area. The Film Commission has invited him to come to discuss his plans. Ms. Ansty invited the Economic Development Commission members to join her at this meeting on October 25th.

Ms. Ansty stated that they continue to prepare for their Warm Up to Winter Package.

Regarding Main Street Partnership, Commissioner Haase stated that they had over 400 attendees at the Taste of Simsbury. The funds that were raised at this event increased from last year. The date for next year's event will be on August 25, 2011.

Commissioner Haase stated that this was Main Street Partnership's first year helping manage the Farmer's Market. She stated that they received great feedback from all of the programs as well as the general operations. The last day of the Farmer's Market will be October 21st.

Commissioner Haase stated that Main Street Partnership did meet yesterday. They discussed and voted on the POP Grant at this meeting. She stated that money has come through this grant before, which helped fund the Charrette. There are two different pots of money that they could pursue. One is for \$5,000 of unmatched funds. The other grant is for \$10,000, although the Town would have to come up with \$30,000 in order to pursue this grant. She stated that this money would be used to help design the guidelines for the Charrette. In lieu of going with the \$5,000 grant, she stated that they are looking to see if they should pursue other avenues for funding. Commissioner Haase stated that Main Street will pursue the POP grant with Mr. Peck.

Chairman Deming questioned if the Farmer's Market was self sustaining. Commissioner Haase stated that the Farmer's Market breaks even. She stated that they will be doing a final report to see where they stand. Chairman Deming questioned what the basic feedback was from the farmers and vendors. Commissioner Haase stated that the programs have been successful; they will be repeating some of the same programs next year. She stated that the programs reached into the community and schools this year. As a result of that, they have drawn others to this event.

Commissioner Dornbush questioned if the Farmer's Market would be expanded through other vendors or activities in order to attract more people. Commissioner Haase stated that they are limited because of certain restrictions.

4. Charrette: Next Steps; Status of Fund for Town Center Design Standards

There was no report.

5. Discussion on Regional Economic Development Grant

There was no report.

6. Report on SMPAC (Simsbury Meadows Performing Arts Center): Dave

Ryan

Mr. Ryan stated that the PAC Board produces an annual report. Their fiscal year runs from October 1st to September 30th. He stated that they lost approximately \$5,000 on a real expense basis this past year. He stated that the Town pays the manager of the facility on a fixed fee plus an incentive basis.

Mr. Ryan discussed the factor of weather on concerts, which makes single events risky. They are currently looking at changing certain policies. Mr. Bell is also currently looking to book series at the facility.

Mr. Ryan stated that the Board of Selectmen has asked the PAC Board to put together an alcohol policy. The PAC Board would like to license the facility under four options; bring your own; no alcohol at all; alcohol only is sold; and self catered. He stated that there is also a need to change the language in the Town Ordinance. Mr. Ryan stated that the Police Chief has agreed, as well as Mr. Peck, that this would be a reasonable policy. He stated that the Zoning Commission has not yet discussed this issue.

Mr. Ryan stated that the PAC Board has asked that the Board of Selectmen make their Board a permanent Board. He stated that they have not yet considered this issue.

Mr. Ryan stated that the PAC Board felt that they would be able to generate enough cash to make improvements to the facility, although this is not happening. They are now recommending that the Town set up a 501C3 in order to raise funds to improve the facility in order to make this a competitive facility. He stated that they sent out an RFP to have an architect look at Phase II of the initial plans in order to move forward. He stated that they are also doing a marketing study to make sure that they are targeting the right things and to see if there is enough of a market to support making money at the facility.

7. Financial Modeling for Simsbury: Gary Dornbush

Commissioner Dornbush stated that the Town needs to project out to see what is coming in the future. Currently, Simsbury does not project or forecast beyond the current year. He stated that, like a business, the Town cannot be managed from one year to the next. By doing a projection, the Town can see what will happen to the mill rate. Simsbury needs to have a long range plan.

Commissioner Dornbush stated that other Towns are using software packages that can help their Town make projections. He feels that Simsbury should

be doing this. He stated that the Board of Finance in Simsbury is an elected Board; all of their members have financial backgrounds. Projections are something that they should be focusing on. It will pay dividends to the Town because it will help management. He also feels that the Board of Finance needs to receive input from the public regarding this issue. Commissioner Haase suggesting having a Board of Finance member attend their next meeting in order to discuss this issue with them.

Chairman Deming stated that if this Commission agrees with Commissioner Dornbush and would like to pursue this issue, they can write a letter to the Board of Selectmen to state that this is an initiative that this Commission feels the Town should take up.

Chairman Deming stated that this issue will be on next agenda. He stated that he will have more information and data regarding how other Towns make projections.

8. Old Business/New Business

The Commission members discussed and decided that the next meeting will be held on November 4th.

Commissioner George made a motion to hold the next meeting of the Economic Development Commission on November 4, 2010. Commissioner Haase seconded the motion, which was unanimously approved.

Commissioner George stated that the Chamber of Commerce had questions regarding the PAD Regulation and the Charrette and how the Town could market these tools. He suggested that this topic be on the next agenda.

Commissioner George stated that the Planning Commission is currently discussing a Fee in Lieu of Open Space Regulation. He questioned if this money would be just for open space or if the money could be used for other recreational areas. He stated that he would recommend that it be used for other recreational areas as well. He would also recommend that the Fee in Lieu of Open Space Regulation be used on a commercial basis.

Chairman Deming stated that there is a PAD application for the Grist Mill property. The applicant is concerned regarding hooking up to the sewer is too expensive. He stated that he will be going to the WPCA meeting tonight regarding changing the policy regarding flow. Chairman Deming stated that the Economic Development Commission needs to have a voice regarding this issue. Commissioner George suggested that Mr. Clifton from the WPCA come to a future meeting to discuss the issues and options.

9. Adjournment

Commissioner George made a motion to adjourn the meeting at 9:05 a.m.
Commissioner Dornbush seconded the motion, which was unanimously approved.