

From: Lois Laczko January 24, 2011 3:11:16 PM  
Subject: Economic Development Commission Minutes 12/09/2010 ADOPTED  
To: SimsburyCT\_EconMin  
Cc:

ADOPTED

ECONOMIC DEVELOPMENT COMMISSION MINUTES  
December 9, 2010  
REGULAR MEETING

1. Call To Order

Chairman Deming called the Regular meeting of the Economic Development Commission to order at 7:30 AM in the Main Meeting Room of the Simsbury Town Offices. Commission members Chuck Minor, Derek Peterson, Kevin Crimmins and Lou George were present.

2. Approval of Minutes of November 4, 2010

Commissioner George made a motion to approve the November 4, 2010 minutes as written. Commissioner Peterson seconded the motion, which was unanimously approved.

3. Reports: SMSP, FVVA; Simsbury Chamber of Commerce: Lou George

Ms. Anstey stated that they will be putting CDs out for sale that are novelettes of area hotels. Regarding the Film Commission, she stated that the independent film director is still looking for locations. Ms. Anstey stated that there are two possible upcoming functions; one is trail related that may be held in Simsbury in the spring.

Ms. Anstey stated that the 2011 Guide is out, which she distributed to the Commission members.

4. Town Center Code: Next Steps

5. Marketing the PAD and Town Center Zone Regulation

Regarding the PAD Regulation and the Town Center Code, Commissioner George stated that he feels this Commission needs to take the lead regarding how to market and present these items out to the public by way of the industry that could bring business to Simsbury. He stated that in terms of

strategy for their budget, they need to have a discussion regarding how to go forward. Commissioner George stated that Metro Hartford Alliance has been a big help to this Commission in the past and he believes they should consider becoming members again.

The Commission discussed the Real Estate Exchange. Commissioner George questioned if this Commission should continue to participate in this event. He also suggested having a presentation and having people come and speak regarding what Simsbury has to offer. He stated that brokers need to be involved. Chairman Deming suggested having a presentation where Mr. Peck could discuss the Town Center Code and PAD Regulation.

Commissioner Crimmins suggested having interviews on NECN and CPTV where Town staff could discuss what the Town has been involved in, what they have gone through to get there, and what the Town expects from their accomplishments. Chairman Deming also suggested having a literary piece to hand out, which explains the PAD Regulation and Town Center Code.

Mr. Peck stated that all of these ways to market the PAD and Town Center Code are good ideas. He stated that home builder groups should also be included. News articles are good; local press is fine, although he feels that a broader scope would be appropriate as well. He stated that it is important to keep the PAD and Code articles separate because people seem to get them confused.

Commissioner George stated that there needs to be a discussion regarding what the message and goals are of the Economic Development Commission regarding this issue. Mr. Peck suggested having a type of Developer's Day for the Town Center. They could invite developers to have a walking tour of the Center. He feels that this could be effective. Chairman Deming suggested this event be held in the spring.

In response to a question by Chairman Deming regarding the property at Fitzgerald's, Mr. Peck stated that there will be an end cap attached to the Fitzgerald's building. He stated that there will also be a truck dock in the back of the building that will exit onto Drake Hill Road. There will also be another 3,000 square foot building constructed on the property. There will be a very nice landscaping plan to go along with this project. Also, the entrance will be moved away from the intersection.

Commissioner Peterson questioned if the priority would be to market the PAD Regulation or the Town Center Code. Mr. Peck stated that he believes that both the PAD and Code should be presented at the same time because these are different vehicles for different areas of Town. He discussed the three administrative levels of the Town Center Code.

Regarding design standards for the Town Center Code, Mr. Peck stated that Main Street Partnership secured more money for these standards; they have received an \$8,000 grant for this purpose. He stated that the Town has also received a \$1,000 grant. He would also like to apply for another grant for \$20,000, although he cannot apply for this grant until a special account has been set up for this funding.

Commissioner George suggested having a joint meeting with the Chamber, Main Street Partnership, someone from the Board of Selectmen and this Commission to discuss the organization and funding for the marketing of the PAD and Code in the spring. Mr. Peck stated that Main Street may be able to help with funding for this marketing. Chairman Deming suggested getting this group of people together for their January meeting.

#### 6. Route 10 Corridor Study Status

Mr. Peck stated that the Route 10 study kicked off with a meeting and tour of the corridor. He stated that there will also be a small Charrette incorporated into this study, which will start in February. The Charrette will allow this study to be compressed into a 10 month period.

Mr. Peck stated that the product that will come out of this study is a plan that will be implemented incrementally.

#### 7. Old Business/New Business

Regarding the WPCA, Chairman Deming stated that he did go to their last meeting and will be attending their meeting tonight as well. He will be discussing the charge for flow for new multi-family construction, which will be on their agenda tonight.

#### 8. Adjournment

Commissioner Crimmins made a motion to adjourn the meeting at 8:50 a.m. Commissioner Peterson seconded the motion, which was unanimously approved.