

# **Town of East Windsor Economic Development Commission**

**11 Rye Street, P.O. Box 389**

**Broad Brook, CT 06016**

Website: <http://www.eastwindsorct.com>

## ***Regular Meeting Minutes Monday, April 21, 2014***

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### **I. ESTABLISHMENT OF QUORUM**

*Members Present:* Josh Kapelner, Ryan Nilsson, Maria Rumore  
and Andy Hoffman

*Also in Attendance:* Laurie Whitten, Town Planner  
Dennis Halnon

Vice Chairman Eric Moffett called the meeting to order at 6:04 p.m. at the East Windsor Town Hall meeting room, 11 Rye Street, Broad Brook, CT.

### **II. PUBLIC PARTICIPATION:**

There was no public participation

### **III. APPROVAL OF MINUTES:**

The following correction was noted: Pg. 2, under Plan of Conservation and Development, last paragraph, 5<sup>th</sup> line, should read: "...we need to find a way to attract people with a higher median income."

**MOTION:** To approve the minutes of March 17, 2014 as corrected.

Motion by: Hoffman; Seconded by Rumore

**In Favor:** Hoffman; Rumore; Kapelner

**Abstain:** Nilsson

#### **IV. GENERAL DISCUSSION:**

##### **Plan of Conservation and Development (POCD)**

Ms. Whitten explained that we have hired LADA Architects and Planners to help us with the POCD. They will do a housing workshop either on Tuesday, June 24, 2014 or Thursday, June 26, 2014. She said tomorrow they will be going to the Planning & Zoning Commission meeting for a preliminary workshop to determine where their focus is going to be; what sort of housing type we need to focus on.

Ms. Whitten noted that they had a meeting with the American Heritage River Commission on April 17, 2014. She said they are a very well developed group. They have a lot of things going on and they had a lot of information and ideas for the POCD.

Ms. Whitten said that we are in the middle of updating our Zoning Regulations and that has taken a lot of time for staff. They will be discussing that also at tomorrow's PZC meeting.

Mr. Hoffman suggested that some of the business people in town such as Larry Tribble would have some good ideas for the future of the town and we should tell these people that we want their input and we want to listen to what they have to say. Mr. Hoffman noted that he has talked to seven different companies and to the Economic Development Director in Enfield. Ms. Whitten suggested getting a list of the top 10 or 12 tax payers in town. Mr. Kapelner said he would like to see a lot of participation.

##### **CERC Listings**

Ms. Whitten said that there are no new listings. She noted that the former La Renaissance is being listed at \$2,800,000 with 107,000 ADT. She said it is in a B-1 zone and is eligible for the HIFZ zone.

Mr. Kapelner questioned how the hotels in town are doing, particularly the ones that are closer to the airport. Mr. Hoffman said he wants suggestions as to what types of businesses he should go to. He said he would try to go to one of the hotels such as the Comfort Inn.

Ms. Whitten indicated that there has been a request to have \$10,000 in the budget for an economic development consultant. She said it is a starting point. She said so far they are willing to keep it in the budget. Mr. Hoffman said he added a question that he asks businesses: would you be willing to pay a surcharge to have an economic development person in town. He noted that one person said they would be willing to pay \$5,000 per year. Two others said they would be willing to work with the town to bring a full-time economic development person into town.

**Economic Development Issues:**

Ms. Whitten said that the industrial park sign that was located on Newberry Road (as you come from the highway) has been taken down. It was an eyesore. She suggested that maybe the EDC would like to help with a new sign. She didn't think it could be located in the same place. It was in the State right-of-way. She thought that the sign was put up many years ago when the EDC first started. Mr. Hoffman suggested putting plantings there.

Ms. Rumore talked about the garbage around town. She suggested having town people volunteer to help clean it up. Mr. Nilsson said the National Honor Society members at the high school have to do a certain amount of hours of community service and that could be suggested to them. Ms. Rumore said that would make it more appealing for people coming into town. Ms. Whitten pointed out that we try to go after the junk from a zoning standpoint.

Ms. Whitten noted that there is a sign on Thompson Road that is in better shape. She suggested that if the EDC sponsors the new sign on Newberry Road, maybe they can pay for the frame and ask the businesses to pay their share. Ms. Whitten said they need to determine how many businesses are there. Ms. Whitten said she would look into various sign companies and find out how many businesses are there.

**MOTION:** That the Town investigate the installation of a sign that will designate which businesses are in the industrial park and Newberry Road area.

Hoffman / Rumore / Unanimous

**Economic Development Issues (continued):**

Mr. Hoffman distributed copies of his April 2014 Status Report – Business Identification Database Project. He noted that he went to three companies and also talked to Courtney Hendricson, the Economic Development Director in Enfield. He got a lot of information from her. One of her recommendations was that East Windsor obtains a professional economic development director. Her job is to go to businesses in town. Enfield conducts one business get-together each month and about 150 of the town's 2,200 businesses usually attend these events.

Mr. Hoffman said the three businesses that he visited were Pasco's Restaurant, the Mansions at Canyon Ridge and Geissler's Super-market. He said the businesses in town think that the town does not have a clearly defined economic development plan. He noted that Pasco's does not get many customers from town. Mr. Hoffman noted that the business people that are in products would like us to develop Route 5 as a nice industrial area. He said the management at the Mansions at Canyon Ridge do not think that the town is very business friendly. Mr. Hoffman noted that Mr. Nilsson at Geissler's feels that East Windsor is a nice place to do business and he would like to see the population grow.

Mr. Hoffman said he will continue to add names to the spreadsheet. Next month he will do three additional interviews. He said now that we're getting all this information we should put together an action plan. Mr. Kapelner said this is very valuable information.

Ms. Whitten informed the EDC members that she will not be at the next meeting. Ryan Nilsson said this will be his last meeting as he is moving to South Windsor. He said as a business owner he would be willing to still help.

**V. ADJOURNMENT:**

**MOTION:** To adjourn the meeting.  
Nilsson / Hoffman / Unanimous

The meeting was adjourned at 7:40 p.m.

Respectfully submitted,

Marlene Bauer, Recording Secretary