

## MINUTES

**ECONOMIC DEVELOPMENT COMMISSION  
MADDEN ROOM  
SOUTH WINDSOR TOWN HALL**

**REGULAR MEETING  
WEDNESDAY, September 28, 2016  
TIME: 7:30 P.M.**

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**PRESENT:** Alternate David Marsh, Joseph Kennedy, Alternate David Starr (sat for Susan Burnham), James Murray, Wayne Kilburn, Alternate John Mitchell (sat for Edwina Futtner), Dwight Johnson, Chairperson Paul Burnham, William Jodice, and Louise Neary (arr. at 7:33pm)

**ABSENT:** Susan Burnham, Alternate Cindy Beaulieu, Council liaison Carolyn Mirek, and Edwina Futtner

- 1. Call Meeting to Order:** Chairperson Paul Burnham called the meeting to order at 7:30p.m.
- 2. Roll Call:** The above-mentioned members were introduced.
- 3. Public Participation**

Courtney Hendricson, Guest Speaker from CERC: Ms. Hendricson asked commission members to introduce themselves and asked them to state their affiliation with the town or for whom they work. Connecticut Economic Resource Center (CERC) is partly funded by the utilities to develop the community and the Department of Economic and Community Development (DECD) [State of CT] which is working on global recruitment. Countries, such as Israel, may reach out to Connecticut with an interest in doing business in CT or countries with key industries that fit in with those in CT are targeted by CERC. The Municipal Services Department was created to meet the needs of smaller towns with fewer economic development resources. The towns are given access to researchers and data to support or assist the towns with projects. Fees are charged for the services but they are comparative to private firms. The SiteFinder tool is a list of commercial sites available and municipalities can become members for a nominal fee. The membership allows towns to market public and private properties available for development at a cost of \$550 per year.

Commissioner Mitchell asked what Ms. Hendricson feels would be the priority of a town having an Economic Development Coordinator. Ms. Hendricson answered that it is important to have someone who is dedicated to that job so that everyone knows who to go to with questions and that they'll always get the same answer.

Commissioner Neary commented that other states are trying to lure businesses away from Connecticut and asked how can the town prevent this. Ms. Hendricson responded that reaching out to businesses on a personal level can help to find out what the town can do to help them remain.

Chairperson P. Burnham explained to Ms. Hendricson about the business-wide survey that the commission would like to create and implement. Ms. Hendricson asked if the survey responses will be put into a database and Chairperson P. Burnham responded that the commission hasn't determined what will be done with them yet.

Commissioner Mitchell stated that the economic development atmosphere has improved over the years as a result of the realization that the town needed to expand its economic base. Ms. Hendricson stated that the personal visits to businesses are key and recommended that Chairperson P. Burnham collect the business' email addresses and create a database to use when sending out email blasts.

Ms. Hendricson informed the commission that CERC presents a free 90-minute workshop for all town departments connected to economic development. The first segment is a review of pertinent data, the second is defining what economic development is and the third is sharing what is successful for towns of this size and what staff can do without a coordinator. CERC also provides a self-assessment tool of 70 questions about the different types of things the town is or can be doing relating to economic development and based on the results, CERC provides a report card.

Commissioner Marsh asked if CERC provides a competitive analysis for the town and Ms. Hendricson replied that the research department may be able to provide that. Commissioner Marsh would like to know what other towns are doing to attract businesses to find out how South Windsor could compete effectively.

Commissioner Mitchell and Chairperson P. Burnham would like to host the 3-part workshop and asked commissioners for their interest. The agenda would be shared via the Town Manager to ensure that enough departments participate.

A **motion** was made by Commissioner Mitchell and **seconded** by Commissioner Murray for the EDC to host the 3-part economic development workshop and was *unanimously approved*. *Motion passed.*

Commissioner Mitchell asked if the Chamber of Commerce should be included and Ms. Hendricson responded that they are often invited as guests.

#### **4. Approval of Minutes**

Minutes from Regular Meeting on 7/27/2016: A **motion** was made by Commissioner Neary and **seconded** by Commissioner Kennedy to approve the minutes of July 27, 2016 with the following correction:

Pg.2 5<sup>th</sup> bullet should read `...market themselves through...'

Chairperson P. Burnham, Commissioner Jodice, Commissioner Marsh all abstain. *Motion passed by majority.*

#### **5. Old Business**

Sub-committee report regarding website updates: Chairperson P. Burnham had sent an email to commission members about a company offering marketing of the town and non-profit organizations for free. Mayors.tv may be a re-branding of a company that the town had done business with in the past. Chairperson P. Burnham believes that the town can do an economic

development focused video. The company goes to businesses to ask, for a fee, for them to participate. Once the video is created, it will be a way for companies interested in locating in South Windsor to find out what the town is about and why they should locate here. Chairperson P. Burnham will ask the Town Manager to permit the representative to present the proposal to the commission.

Sub-committee report regarding Mission Statement: Commissioner Marsh reviewed the process of creating the commission's mission statement. The sub-committee reviewed statements from a few different towns and created this draft statement. Commissioner Kilburn made a few suggestions for changing a bit of the wording to present a more positive and stable picture. Commissioners discussed the suggested changes and several options were explored and discussed.

A **motion** was made by Commissioner Kennedy and **seconded** by Commissioner Jeski to approve the mission statement as proposed September 28, 2016 and was *approved by majority. Commissioner Kilburn opposed. Motion passed.*

Chairperson P. Burnham will share the mission statement with Town Manager Matt Galligan.

## **6. Committee Report**

Discover South Windsor: Commissioner S. Burnham was not in attendance. Chairperson P. Burnham would like to invite the new Chamber President to an upcoming meeting.

## **7. New Business:** None.

## **8. Communications and Remarks**

Report from Paul Burnham, Chairperson: Chairperson P. Burnham

- Hartford Truck Equipment is planning on constructing a new building on the old bowling alley property at 95 John Fitch Boulevard. Their application was approved by IWA but still needs P&Z approval.
- S.T.A.R. Center's application for the construction of a 24,000 sq. foot building has gained IWA approval with conditions. Their application still needs P&Z approval. Clay was found on a corner of the property, so position of the building needed to be changed.
- Reached out to a concrete company that does pre-fab walls who is looking for 40-50 acres to build a plant. Chairperson P. Burnham hasn't heard back from them.

## **9. General Discussion**

Next Meeting is scheduled for October 26, 2016 at 7:30 p.m. in the Madden Room.

## **10. Adjournment**

A **motion** was made by Commissioner Kilburn and **seconded** by Commissioner Kennedy to adjourn at 9:11p.m. and was *unanimously approved. Motion passed.*

**Respectfully submitted,**

Catherine Potter  
Clerk

**Approved: October 26, 2106**