

MINUTES

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

**REGULAR MEETING
WEDNESDAY, March 22, 2017
TIME: 7:30 P.M.**

PRESENT: James Murray, Chairperson Paul Burnham, Joseph Kennedy, Linda Jeski, Alternate David Starr (sat for Louise Neary), Dwight Johnson, David Marsh (sat for Edwina Futtner), William Jodice

ABSENT: Susan Burnham, Edwina Futtner, Louise Neary, Wayne Kilburn, John Mitchell, Shaliesh Verma, Town Council liaison Cindy Beaulieu

ALSO PRESENT: Town Manager Matthew Galligan, Mayor Carolyn Mirek (arr. 7:39pm)

1. Call Meeting to Order: Chairperson Paul Burnham called the meeting to order at 7:31pm.

2. Roll Call: The above-mentioned members were introduced.

3. Guests:

a. **Matthew Galligan, Town Manager** - Presentation of tax abatement proposal: Hartford Truck Equipment, Inc.

Mr. Galligan outlined the tax abatement request for Hartford Truck Equipment, Inc. located at 95 John Fitch Boulevard. The request is for a 70% tax abatement for a 7-year duration. The business has invested over \$3 million dollars, has \$8 million dollars in gross sales and currently employs 10 full-time and 1 part-time employees with a plan to increase to a total of 27. The abatement request still needs to be reviewed by the town council.

Commissioner Starr asked if the money received from new tax revenue should be included in the application information. Mr. Galligan replied that it could be added. Chairperson P. Burnham received confirmation that the building will be slightly to the south of the property and stated that the project is a great improvement to the area.

Commissioner Kennedy asked if there will be a set-back in the front of the property and Mr. Galligan replied that there will be parking available in front and that the set-back will be located at more than the minimum required.

Peter DeMallie informed the commission that when Hartford Truck Equipment vacates their old building and the land to the south, they will be creating a new site for development in the future. Mr. DeMallie stated that it takes about 2 weeks to complete the work on a new truck body.

Mr. Galligan closed by informing the commission that an expansion is possible in a second phase, that would be located towards the rear of the building, which would increase the total by another 10,000 sq. ft. Mr. Galligan also stated that the initial building is a total of 16,500 sq. ft. and will be state of the art.

A **motion** was made by Commissioner Jeski and **seconded** by Commissioner Jodice to approve the 70%, 7-year tax abatement for Hartford Truck Equipment, Inc and was *unanimously approved. Motion passed.*

Mr. Galligan informed commissioners of another tax abatement that will be coming before the commission in April. Aldi is interested in an expansion and plan to build another facility. Aldi is requesting a 70% 7-year tax abatement. The expansion will be done in 2 phases and when completed, will be worth \$13-\$14 million dollars to South Windsor. The buildings will be constructed to the rear of the current building. The abatement will be submitted in parallel with their building application. The first phase of the project is in support of the expansion of their products lines and which focuses on frozen and refrigerated products. The second phase of the project will be in support of the expansion of their dry goods line.

Mr. DeMallie is asking the commission to consider meeting earlier in April to consider the request prior to the P&Z meeting.

A **motion** was made by Commissioner Kennedy and **seconded** by Commissioner Jodice to consider the Aldi abatement request at a meeting earlier in April, the 5th or 12th, depending upon the availability of the meeting rooms in lieu of the regularly scheduled April 26th meeting and was *unanimously approved. Motion passed.*

Mr. DeMallie stated that phase 1 & 2 could be built at the same time and that the abatement includes both phases.

Commissioner Jodice asked if a sidewalk be installed and Mr. Galligan replied that he will find out.

- b. **Marcello Pagrassi, the CT Rep for CGI Communications**, will give a presentation of the mayor.tv website.

Mr. Pagrassi, the CT Rep for CGI Communications, has worked with 10,500 towns in 50 states linking residents with businesses while highlighting the community with hi-def videos. The main reach for the videos is pre-movers thinking about locating to town. The videos are broken into "chapters" to focus on different areas of the town such as education, economic development, diversity & culture, recreation, welcome, health & wellness. The company does research to write the script for the video in conjunction with the town. The videos can be viewed with ease on mobile devices. Mr. Pagrassi showed commission members the videos created for both the Manchester & CT River Valley Chambers of Commerce. Chairperson P. Burnham stated that the commission's primary focus for creating the video is to encourage businesses to open in town. He asked if businesses can pay to have a video created that is a direct link from the town's site. Mr. Pagrassi confirmed that businesses pay for their video and the website CGI creates has links to those businesses. The links surround the main video for the town. The businesses have the option to purchase a hi-def video for \$5,000 that will appear at top of search results & has positive reviews, a video with voice over for \$3,000 or a video slide show w/voice over for \$1,500. Each business logo, once clicked, will display

the video and have links to the business's website. In addition, a mobile friendly website can be created if the business doesn't already have one.

Mr. Pagrassi stated that once a contract is signed by the town, a script will be sent within 10 days. Once the script is approved, a date is set to video locations around South Windsor. Business testimonials can be written or sought from people in town. A 3-year agreement includes the option to create a new video each year-at no cost to the town. CGI owns all the videos they create.

Chairperson P. Burnham explained that the commission wants the videos/site to focus on bringing businesses to town by showing everything the town offers and what the town can do to support the existing businesses.

Commissioner Marsh stated that all the pieces (chapters) are important to show a well-rounded picture of the town and that the economic development video only works with those other parts. Mr. Pagrassi concurred that it is important to include the other aspects of the town in the video aside from economic development.

Commissioner Jodice asked if all funds raised from the businesses to pay for the video go to CGI and Mr. Pagrassi confirmed that they do.

Chairperson P. Burnham asked the commissioners if this is something that the commission should move forward with. Commissioner Marsh stated that the commission should move forward and that it provides an opportunity for the commission to maintain some control over the content. He also stated that the commission should get the Town Manager's support for the project.

Mr. Pagrassi further explained that the chapter videos could be included as a link from the EDC site and include a link to the EDC site from that chapter.

A **motion** was made by Commissioner Kennedy and **seconded** by Commissioner Jeski to move forward with the project and that Chairperson P. Burnham and Commissioner Marsh will request to meet with the Town Manager and was *unanimously approved. Motion passed.*

4. Public Participation

5. Approval of Minutes

Minutes from Regular Meeting on 11/16/2016:

A **motion** was made by Commissioner Kennedy and **seconded** by Commissioner Johnson to approve the minutes of November 16, 2016 with the following correction:

- The heading should read "Minutes" not "Revised Agenda"

The motion was *unanimously approved. Motion passed.*

Minutes from Regular Meeting on 02/22/2017:

A **motion** was made by Commissioner Johnson and **seconded** by Commissioner Starr to approve the minutes of February 22, 2017 with the following correction:

- Item 3. 2nd bullet should state: The Cambria Suites hotel to be constructed behind LA Fitness has a silt fence installed for the hole to be dug and dirt will be moved to a site nearby.

The motion was *approved by majority. Motion passed.* Commissioners Jeski and Murray abstained.

6. Old Business

Sub-committee report regarding website updates: CERC SiteFinder

Commissioner Marsh asked Drew Guild, IT, to make updates to the EDC site to include a link to the South Windsor section of CERC's SiteFinder.

Chairperson P. Burnham reported that the Town Manager will be allocating money to join CERC SiteFinder.

7. Committee Report

Discover South Windsor - Report from Louise Neary and Sue Burnham: Neither Commissioners were in attendance.

8. New Business

Discussion regarding request to change meeting start time from 7:30 pm to 7:00 pm.: A **motion** was made by Commissioner Kennedy and **seconded** by Commissioner Jeski to table this item and was *unanimously approved. Motion passed.*

9. Communications and Remarks

Report from Paul Burnham, Chairperson:

- Shaliesh Verma has been appointed as an alternate to the commission.
- Please pick up handouts from February's meeting from Chairperson P. Burnham and review the documents and be prepared to discuss them at April's meeting.
- Visited 6 business
 - Blue Wave Printing is moving to Manchester to occupy a larger building
 - Looking for tenants for current building, will remain owners
 - Another company looking for a building with higher ceilings (20')
- Met with the Town Manager: there are no funds for an EDC coordinator in next year's budget
- Will be attending the next town council meeting to discuss an internship program through UCONN which costs \$15,000 for a student that would be here for 36 weeks. Commissioners felt this would be beneficial for EDC and Chairperson P. Burnham will try to obtain funding for one intern.
- Hot Leathers, on Sullivan Avenue, is looking for 50-60,000 sq. ft. building.

- Aldi expansion
- G&R Valley is interested in an addition on Chapel Road

Commissioner Starr asked for training on visiting businesses.

10. General Discussion

Next Meeting is scheduled for April 26, 2017 at 7:30 p.m. in the Madden Room.
This meeting will be changed to either April 5th or 12th.

11. Adjournment

A motion was made by Commissioner Jeski and seconded by Commissioner Murray to adjourn at 9:20p.m. and was unanimously approved. Motion passed.

Respectfully submitted,
Catherine Potter
Clerk

Approved: April 5, 2017