

Agenda Minutes
Economic Development Commission
Monday, February 6, 2006
Town Council Chambers
909 Foxon Road
7:30 p.m.

1. Call to Order and Roll Call:

Call to Order: Chairman Al Clemente called the meeting to order at 7:40 p.m.

Members Present: Chairman Al Clemente, Dawn Pearson, Kevin Grant

Ex Officio Members: Town Manager, Karl Kilduff, Brian Miller and Jim Mahoney from CERC

2. Approval of Previous: Minutes from November 7, 2005 were approved. Al Clemente made a motion to approve the minutes, seconded by Dawn Pearson.

3. Economic Development - Staff Report:

- Met with Town Manager to discuss a business retention event in the Spring and STEAP application in December.
- Completed 19 new business retention visits for the months of November, December and January. To date total of 105 business retention visits have been made.
- Sent follow up letter to all businesses visited.
- Discussed façade program.
- Prepared monthly report of November, December and January.
- Attended EDC meeting in November, December and January was cancelled.
- Talked about scheduling another Economic Development Business meeting and CID meeting.
- The quarterly tabulations of business visits was presented and possible policies on signage were discussed.

4. Commission Goal Setting: Town Manager, Karl Kilduff passed out information on goal setting for this committee. This information discussed the whys and whats of a mission statement, what key results, critical issues and goals this committee should have in the future. The committee has decided to review the information for the next meeting which is scheduled for March 6th.

5. Economic Development Education: Nothing was discussed at this time.

6. Name Branding For Area at end of Route 80: The Town Manager reviewed correspondence from Richard Nemergut of Market Strategies who was hired by businesses on Route 80 near the Guilford Border to come up with a marketing campaign for the area and a brand identity or area name. This firm suggested Glover's Mill, as it tied onto the history of this area. However, the commission did not find this name helpful in creating an identity as it was not widely known as typically associated with North Branford. Mr. Nemergut was to continue working with the area businesses on their identity.

7. RGP Report:

- a. RGP monthly update: Town Manager attended the regular monthly meeting
- b. Special Project Status: Town Manager is waiting for the final RGP – Route 80 Corridor Study. Next steps in the report are being coordinated, including using the Yale Urban Design group to plan a new use for the old town hall site.

8. Any Other Items Members May Wish to Discuss: Al Clemente mentioned that on February 15, 2006 the Chamber of Commerce will be having a “State of the Town” breakfast meeting at Doody’s. Speakers will be Mayor Andrew Esposito, President of the Chamber, Vincent Candelora and Town Manager, Karl Kilduff. Dawn Pearson had a few questions for the town manager and/or the committee. Dawn Pearson was wondering what options does the businesses along Route 80 have once Route 80 construction is completed. Town Manager mentioned there will be recommendation in the Route 80 Corridor Study and once the facade program is in place they can take advantage of that program. Dawn Pearson also mentioned in November this committee discussed having a joint meeting with Town Council and Planning & Zoning and was wondering when and if that meeting will happen. Town Manager mentioned he was finalizing dates with the Regional Growth Partnership.

9. Adjournment: There being no further business, Al Clemente made a motion that the meeting be adjourned at 8:40 p.m., Kevin Grant seconded this motion. All were in favor, none opposed and the meeting was adjourned.

Gina A. Cox - Secretary

Note: Please call the Town Manager’s Office (484-6000) by Monday, 2:00 p.m. if you cannot attend.

Cc: Town Clerk, EDC Members, Town Manager Karl F. Kilduff, Town Planner, Carol Zebb, Deputy-Mayor Joanne Wentworth, Brian Miller, CERC and Jim Mahoney, CERC