

**DRAFT MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWN OF BROOKFIELD  
MONDAY, JANUARY 27, 2014 7:00 PM ROOM 135**

Chairman Kurfehs called the meeting to order at 7:05 PM and established a quorum of members:

**Present:** Hal Kurfehs, Chairman; Mara Frankel, Vice Chair; Dave Matte, Secretary; Jim Fisher, Commissioner; Joe Rocky, Commissioner; Greg Dembowski, Commissioner; First Selectman William Tinsley; Nelson Malwitz; Recording Secretary Emily Cole Prescott

**Absent:** Commissioner Nancy Tolmoff

1. **Approve Meeting Minutes:** Chairman Kurfehs noted that the Commission will not be discussing this agenda item at tonight's meeting.
2. **Introduce New Recording Secretary:** Chairman Kurfehs introduced Emily Cole Prescott as the new Recording Secretary for the Commission.
3. **Welcome to Guest – First Selectman Bill Tinsley:** Mr. Bill Tinsley was present and welcomed by the Commission.
4. **Welcome New EDC Member Greg Dembowski:** Chairman Kurfehs introduced new Economic Development Commissioner Greg Dembowski. Commissioner Dembowski shared some information about his background.
5. **Discussion of Three Proposals for EDC Website Development:** Chairman Kurfehs recused himself from this matter and left the meeting room. *Vice Chair Mara Frankel was Acting Chair during discussion of this matter.*

Commissioner Dembowski shared the comparison he had done of Ms. Orban's proposal and Ms. Wagner's proposal. Vice Chair Frankel explained that at the meeting on December 16<sup>th</sup> each of the three designers presented proposals and spoke about his or her professional background. Commissioner Dembowski stated that Ms. Orban's proposal is for a website consisting of 15-20 pages, while Ms. Wagner's proposal is for 20-30 pages. Ms. Orban's proposal would be built on a pre-designed template of which she would offer the Commission a choice between three options. Ms. Wagner's proposal is to build the website using a created template based on an approved design. Commissioner Dembowski stated that all three references that he contacted regarding Ms. Wagner's work were highly positive. Vice Chair Frankel stated that all three of the designers who offered proposals (Ms. Andrea Wagner, Ms. Laura Orban, and Mr. Robert Kurfehs) also offered training time for the Commission.

Commissioner Rocky stated that he had printed some information about Mr. Kurfehs's work. Secretary Matte presented a summary of his comments, which were about Robert Kurfehs's proposal. Commissioner Rocky stated that he believed that the purpose of Mr. Kurfehs's proposal was to establish a brand position. Commissioner Rocky noted that WordPress, the program that Mr. Kurfehs proposes to use to develop the site, is a new content maintenance sight, and the development process would take about three months. Commissioner Rocky noted that the goal of this website project is to establish identity.

Secretary Matte noted that Ms. Orban's proposal offered a live website with 15 to 20 pages of content as well as two methods of analyzing the success of the website. He noted that her overall presentation was relatively clear and easy to understand.

According to Commissioner Rocky, part of the Economic Development Commission's purpose is sales. Commissioner Rocky stated that he thought that the other two proposals (Ms. Orban's and Ms. Wagner's) were based on templates, and were similar to other proposals that he had seen in the past. Commissioner Rocky also noted that Ms. Wagner's links to other websites that she had worked on were quite

impressive. Commissioner Rocky mentioned that Ms. Orban and Mr. Kurfehs had not offered additional links with their proposals. Commissioner Rocky stated that he felt as though Mr. Kurfehs had made it clear in his presentation that he wanted to differentiate Brookfield's Economic Development's website from other Towns' websites.

Vice Chair Frankel mentioned that the Economic Development Commission will be responsible to provide the written content for the website.

**Commissioner Rocky made a recommendation to use Robert Kurfehs's proposal. Secretary Matte seconded the motion of recommendation. There was no vote on the motion.** Vice Chair Frankel suggested that the Commission ask Mr. Kurfehs how much more the cost would be for additional photography. Commissioner Dembowski stated that he would like to speak to some of Mr. Kurfehs's references. Vice Chair Frankel made a list of some of the questions, such as how much more would additional photography cost, cost of additional training, cost of adding pages, cost of adding search engines information. Vice Chair Frankel stated that she will draft a list of questions for the Commissioners to review before sending them to the designers who made proposals.

The Commission agreed to hold a meeting on Monday, February 3, 2014 at 7:00 PM to vote on this matter.

*There was a two-minute recess at 8:03 PM. Chairman Kurfehs returned to the meeting at this point.* Upon re-entering the meeting, First Selectman Bill Tinsley asked that the Commission take a moment to move to agenda item 7, Tribute to EDC Member Joe Rocky.

**7. Tribute to EDC Member Joe Rocky:** First Selectman Bill Tinsley presented Commissioner Joe Rocky with a proclamation, and proclaimed January 27<sup>th</sup> "Joe Rocky Day". *The Commission briefly left the meeting room for light refreshments.*

*The Commission moved back to the regular agenda items.*

**6. Explanation of New 5-Member Ad Hoc Marketing Group for Town Promotion:** First Selectman Bill Tinsley explained the purpose of this group. He noted that this group will consist of five members, some of whom which will include Nelson Malwitz and Hal Kurfehs. The other members of the group are as follows: Greg Dembowski, Pete Peterson, Linda Wagner, and David Fernandez (the manager of Raymour & Flanigan who organized the Taste of Brookfield in 2013). Mr. Tinsley explained that this group will focus on several programs:

- 1.) Spend your dollars in Brookfield program: The purpose of this program is to encourage neighbors and people of surrounding towns to spend their money in Brookfield.
- 2.) Development of an investment incentive program for Brookfield – Mr. Tinsley explained that this part of the program will work to offer several tax abatement or deferral incentives for business developments.
- 3.) Business Incubator – Mr. Tinsley noted that Brookfield's population is among the fourth most aged in the State. He stated that this program would help to encourage the talent to come to Brookfield either by offering some sort of incentives to those who own space in Brookfield who are willing to help attract with space availability, particularly the vacant light industrial and commercial spaces throughout the Town. Another facet of this program would be to offer practical business help to those who are interested in starting businesses in the Town.

Mr. Tinsley stated that discussion needs to be about bringing businesses here. He noted that in the past the community focused on residential development, but there is a lot of vibrant talent here, and the focus should be on economic growth and bringing jobs to Brookfield. Mr. Tinsley stated that the Town should build an annual outdoor, multi-location event near Harvest time as a fun day for residents and visitors to help build the Town. He stated that clusters of businesses could be showcased, such as automobile services, medical services, furniture stores, and other business services. This event would feature local

businesses on a sort of celebration day. Mr. Tinsley mentioned that this type of event could be planned for the first or second week of October.

Chairman Kurfehs stated that Danbury is in the process of doing this incubator (innovation center) and Fairfield University has also done one. Chairman Kurfehs also noted that the State of New York is currently offering some similar incentive programs for businesses.

**8. Nominations for 2014 EDC Officers: Mara Frankel nominated Hal Kurfehs as Chairman. Hal Kurfehs nominated Mara Frankel for Vice Chair and Dave Matte for Secretary. Jim Fisher made a motion to vote on [to approve] the slate of officers. Dave Matte seconded the motion, and it carried unanimously.**

**9. Other Discussion:** Chairman Kurfehs recommended that the Commission pay for another year of membership to the CEDAS.

Commissioner Dembowski apologized because he will not be available to attend Monday night's meeting on February 3<sup>rd</sup>, or the next regular Commission meeting on the third Tuesday of February.

**Adjournment: Vice Chair Frankel made a motion to adjourn at 8:50 PM. Commissioner Dembowski seconded the motion, and it carried unanimously.**

Next meeting scheduled for February 3, 2014 at 7:00 PM