

DRAFT MINUTES
BROOKFIELD ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, July 29, 2014 7:00 PM – ROOM 209

Present: Chair H. Kurfehs; Commissioner N. Tolmoff; Commissioner G. Dembowski (*arrived at 7:25 PM*)

Absent: Vice Chair M. Frankel; Commissioner J. Fisher; Commissioner D. Matte

Also Present: E. Cole Prescott, Recording Secretary *Minutes drafted by E. Cole Prescott and revised by H. Kurfehs.*

At 7:00 PM, there was no quorum.

Chair Kurfehs and Commissioner N. Tolmoff discussed the following agenda topics:

1.) Approval of Meeting Minutes (06/17/14) – No vote, due to the lack of quorum.

2.) Website Finishing Touches – Commissioner Tolmoff stated that she thinks the fact sheet was very well done. Chair Kurfehs mentioned that everything seems to be there aside from further information about the business incubator. Chair Kurfehs stated that Commissioner Dembowski has done a great job on the website development.

3.) 19 & 23 Station Road – Chair Kurfehs explained that in the recent application submitted to the Zoning Commission for Brookfield Village, there are condos and townhouses without retail. Chair Kurfehs stated that this proposal is called an incentive housing peripheral subzone, and if this is approved a lot of the issues with the new Zoning regulation could be resolved. Commissioner Tolmoff stated that her understanding was that the units would be in the front and parking in the back. Commissioner Tolmoff stated that there is just not the room to have cars park in front of buildings. Chair Kurfehs stated that many curb cuts will be discouraged and limited. Chair Kurfehs and Commissioner Tolmoff discussed a hand-drawn plan of the Four Corners area. Chair Kurfehs mentioned the discussion at the last meeting, regarding the recently-adopted Zoning regulation, which requires 60% of commercial space on the first floor of the buildings. There is only about a one-mile trading area within a small downtown area, which means it will not be attractive to many credit tenants, but rather to mainly small, independent, entrepreneurial types of tenants. These operations will average anywhere from 1,000 to 1,500 square feet of retail space. The largest option, according to Chair Kurfehs, would be a chain store pharmacy. With the current Zoning regulation as many as 36 retailers would be needed, but based on a hypothetical development, but he does not see enough different categories of businesses needed in order to fill the possible 36 spots. Commissioner Tolmoff and Chair Kurfehs discussed the different types of business categories.

Commissioner Dembowski entered the meeting room at 7:25 PM. The Commission moved back to discussion of the Website Finishing Touches.

At 7:25 PM, the meeting convened with a quorum.

2.) Website Finishing Touches: Commissioner Dembowski stated that since the last meeting, E. Cole Prescott has made several changes to the website. Commissioner Dembowski stated that the changes have been very prompt and have been done well. The Costco testimonial is now up, and since the last meeting, the Board of Selectmen have approved the ordinance for the tax

abatement, which link is now also posted. There are a couple of other minor changes that have been made as well.

The fact sheet has been drafted, and meaningful comments have been received from Chair Kurfehs, the Land Use Office, Bill Tinsley, Nelson Malwitz, and Pete Petersen. The next version of the fact sheet will be available within a few days. The final version of the fact sheet will then be uploaded to the website.

Chair Kurfehs had drafted an email blast, which will now need to be sent to the email contacts in the Town's Constant Contact list. Commissioner Dembowski reported that the press release will also need to be done. Commissioner Dembowski noted that the business requests to be added to the website should be sent directly to E. Cole Prescott.

Chair Kurfehs mentioned the Regional Western CT Economic Development Alliance PR list as another possible resource for the Commission. Commissioner Dembowski stated that at every monthly EDC meeting there should be a newsletter written. The Commission agreed that the newsletter be done on an as-needed basis. Chair Kurfehs stated that there may be the need to do more newsletters monthly than only one, and other months when there will be no news.

Commissioner Dembowski mentioned that each Commissioner's name is on the contact list of the website, and each one should be prepared to deliver the EDC's mission. This is about working with the Land Use Office, creating business opportunities, helping businesses thrive and start, and also learning along the way. E. Cole Prescott will email the draft copy of the email blast to Chair Kurfehs for his review and for Bill Tinsley's final review.

The Commission moved back to the discussion of the Chick-fil-A event.

5.) Chick-fil-A PR Event: Chair Kurfehs stated that he had attended the Chick-fil-A event on July 15th and was later contacted by a member of the *Hartford Courant*. Commissioner Dembowski stated that after this event, there was a news announcement made that there will also be a Chick-fil-A opening in the Danbury Fair Mall. *The Commission moved back to discussion of 19 & 23 Station Road & New Regulation, items 3 and 4 on the agenda.*

3.) 19 & 23 Station Road & 4.) New Regulation: Document dated 06/17/14:

Chair Kurfehs summarized that the areas on the main roads need to be populated with businesses, and the areas toward the rear need to be residential. Chair Kurfehs stated that a concern would be to require too much retail space, which may start to scare developers away from the area. He also stated that in the downtown area there would probably not be enough support for 40,000 square feet of retail space. Chair Kurfehs stated that he was on the agenda at one of the previous Zoning meetings, where he had explained his questions to the Commission, and he was encouraged to have an informal discussion with the Commission to try to work out a reasonable approach.

The Commission moved to discussion of Jump Start, agenda item 6.

6.) Jump Start: Update – Commissioner Dembowski reported that the Jump Start Committee still meets twice a month, on the second and fourth Tuesdays of the month at 8:30 AM. The Four Corners Association, which is the group working to discuss and plan the October 12th event to take place in the Four Corners, meets every other week at 5:30 PM. Commissioner Dembowski

mentioned that if anyone is interested in working with the Four Corners Association, they should contact Michelle Leo to have their contact information added to the distribution email list.

7.) Further Discussion: Chair Kurfehs mentioned *The Economist Magazine*, and the article *America's Last Oomph*. He will send it to the Commission.

8.) Adjournment: **Commissioner Dembowski made a motion to adjourn at 8:05 PM. Commissioner Tolmoff seconded the motion, and it carried unanimously.**

The next regularly scheduled meeting is August 19, 2014.