

TOWN OF EAST WINDSOR ECONOMIC DEVELOPMENT COMMISSION

11 RYE STREET

BROAD BROOK, CT 06016

PLANNING & DEVELOPMENT OFFICE – (860) 623-6030

WEBSITE → <http://www.eastwindsorct.com>

COMMISSION

Eric Moffett - Chairman
Josh Kapelner - Vice Chairman
Maria Rumore - Secretary
James Richards - Regular Member

Andrew Hoffman - Regular Member
William Kehoe - Alternate Member
Luis Valdez Jimenez - Alternate Member

MINUTES

ECONOMIC DEVELOPMENT COMMISSION

Monday, September 14, 2015 – 6:00 P.M.

***Meeting to be held at the PLANNING & DEVELOPMENT OFFICE,
EAST WINDSOR TOWN HALL, 11 RYE STREET***

I. ESTABLISHMENT OF QUORUM

Members Present: Eric Moffett, Josh Kapelner, Jim Richards, Andy Hoffman,
and Luis Valdez Jimenez

Members Unable to Attend: Maria Rumore, William Kehoe,

Also in attendance: Laurie Whitten, Town Planner and Roger O'Brien, Economic Development

Chairman Eric Moffett called the meeting to order at 6:04 p.m. at the East Windsor Town Hall, Planning and Development Office, 11 Rye Street, Broad Brook, CT.

MOTION: To approve Luis Valdez Jimenez serving as official voting member for this meeting, as Maria Rumore is unable to attend.

Made by: RICHARDS,
Seconded by: KAPELNER
All members in favor.
MOTION CARRIED.

II. PUBLIC PARTICIPATION

None.

III. APPROVAL OF MINUTES

- July 20, 2015 Regular Meeting

MOTION: To approve the minutes of July 20, 2015 Regular Meeting, as submitted

Made by: RICHARDS

Seconded by: VALDEZ-JIMENEZ

Members in Favor: RICHARDS/VALDEZ-JIMENEZ, KAPELNER, HOFFMAN

Abstained: MOFFETT

MOTION CARRIED.

IV. GENERAL DISCUSSION

- **MEET & GREET, SEPTEMBER 30, 2015**

The Commission decided the Meet & Greet will take place at Merlot on September 30, 2015 from 5:30 pm to 7:30 pm.

If Ms. Whitten is unable to secure the location for that date and time, Mr. Richards will reach out to La Notte to see if there is availability at that location.

The Commission reviewed the prepared list of businesses to be invited to the event and briefly discussed various businesses on the list. There was a question as to why CT Water Company was on the list; it was noted Sophia's is a yes - not a "?"; the red asterisks on the list were unknown at the time of the meeting [after the meeting the Planning and Zoning department staff indicated the red asterisks noted names of property owners - not business names]. The Commission authorized use of the list as it was presented.

Ms. Whitten will email the members on the location of the Meet & Greet once it is confirmed. Additionally, once the location is confirmed Mr. Richards will do a "Chamber blast" email.

At the event Ms. Whitten will speak on the Warehouse Point items. Ms. Menard will be asked to attend and assist in handing out the certificates.

- **REVIEW OF DRAFT ECONOMIC DEVELOPMENT ASSESSMENT FROM ROGER O'BRIEN**

The Commission discussed their review of *Economic Development Assessment Town of East Windsor dated June 30, 2015, as presented by Roger J. O'Brien, PHD, AICP, O'Brien & Marmo Associates, Planning & Development Consultants.*

There was extensive discussion by the Commission, Mr. O'Brien and Ms. Whitten on what East Windsor can do to be proactive and seek interest from developers for key available commercial properties along I-91. There was much discussion on the concept and content of issuing an RFP to solicit developers and builders who want to work in Town. The idea was to garner interest in someone who wants to put some money into a concept. It was noted money has to be spent to start the process. The Commission had a theme of being proactive in developing these properties. Ideas of approaching the known large developers directly can garner interest in the properties. East Hartford and Enfield approaches to garnering interest on similar properties was discussed at length, noting that while some

of the surrounding town ideas may have fallen thru, it provided avenues of interest and promoted the property features.

Ms. Whitten gave highlights of the existing structures, their features and the potential of what can be done in the zone, including but not limited to, frontage on I-91, close proximity to the airport and desirable location directly between Hartford and Springfield.

It was felt the first step in this whole process is to contact the owners of the properties available and develop a relationship with them and determine what the owners' intent for the properties are. Mr. O'Brien discussed a letter of intent and Mr. Hoffman offered to assist in any writing.

MOTION: To accept the *Economic Development Assessment Town of East Windsor* dated June 30, 2015, as presented by Roger J. O'Brien, PHD, AICP, O'Brien & Marmo Associates, and Planning & Development Consultants and to recommend approval by the Board of Selectmen.

Made by: RICHARDS

Seconded by: KAPELNER

Discussion: The Commission thanked Roger for a good job.

ALL MEMBERS IN FAVOR.

MOTION CARRIED.

- **TAX INCENTIVE PROGRAM GUIDELINES**

It was briefly noted that this ordinance is moving forward with the Board of Selectmen

- **SMALL BUSINESS DEVELOPMENT CENTER**

Mr. Valdez-Jimenez's "East Windsor Small Business Development Center Proposal" was discussed at length. Mr. Valdez-Jiménez noted what other cities have for resources for small businesses to promote success and growth, for example; seminars, tax incentives, access to consultants, links to external resources and free advertising. He noted this is a low cost idea to promote the town, generate economic development and help small businesses.

The Commission presented ideas on how to build on this concept. It was suggested that the Proposal have a Mission Statement, a clear plan and detail as to what resources will be needed. There was discussion on how this proposal can work hand in hand with the Chamber of Commerce and how the two can complement each other. Mr. Valdez-Jiménez was asked to keep moving forward with this concept, starting with a Mission Statement. It was suggested that once this concept has more direction a luncheon can be held to discuss implementation.

- **SIGNS AT NEWBERRY AND THOMPSON ROADS**

Ms. Whitten reported that no signs will be permitted on the State land. On a positive note, the State did indicate that a sign can be put up at the end of the Highway Exit ramp indicating where the Business Park is.

The Commission members discussed the idea of approaching business property owner(s) and request permission to put up a sign at the corner of that property owner(s) property. If permission is granted by the property owner, then a variance would be requested.

- **TRANSIT ORIENTED DEVELOPMENT ZONE**

The PZC understands the need for a study and it's a good idea to move forward with this study. The Commission took time to discuss various ideas of how this can positively impact East Windsor. During this discussion it came to light that there is a Trolley Museum Proposal that went before the State Legislature in years past with the complete proposal of an expansion to connect the Trolley to Church Street. Mr. Hoffman will get a copy of that proposal for the Commission.

- **DISCUSSION OF ECONOMIC DEVELOPMENT ISSUES**

Nutmeg State Federal Credit Union is gone.
Ms. Whitten indicated the Fuel Cell project is in pre-construction meetings.
Nobel is moving forward – signage is current in process.
The hydro farm is on hold due to an issue with the sale of the property.

V. ADJOURNMENT

MOTION: To adjourn the meeting at 7:00 p.m.

**Made by: HOFFMAN
Seconded by: KAPELNER
All in members in favor.
MOTION CARRIED.**

Respectfully submitted,



Cynthia D. Croxford
Recording Secretary