
**ECONOMIC DEVELOPMENT COMMISSION PUBLIC MEETING
Sept. 20, 2011**

These minutes are subject to approval by the Economic Development Commission

PRESENT: Margaret Oliger, Joseph Humeston, Walter Motyka, Joseph Tarshis, Donald Sharpe and Jean Leonard

ABSENT: Thomas Murtha

ALSO PRESENT: Elizabeth Stocker, Director of Economic and Community Development.

Ms. Oliger called the meeting to order at 7:05 p.m.

MINUTES: Approval of the Minutes of July 16, 2011 was tabled for a later revision.

PUBLIC PARTICIPATION: None

REPORTS:

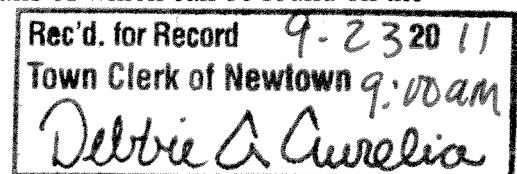
Director of Economic & Community Development

Ms. Stocker's Report for September 2011 is attached and marked "Attachment 1." She also discussed an e-news distribution that was sent Sept. 15. She said 537 e-mails were sent and 157 opened, indicating that people are paying attention. Details are attached and marked "Attachment 2".

The new EDC intern (Nicholas Cortes, a student at Western Connecticut State University) is available all semester and is currently working on updating departmental fact sheets. He will then compile data on industrial and commercial Newtown companies that are behind in tax payments, looking to see if any are in trouble. Two such companies appear to be Sandy Hook Marine and Auto and the Watkins property and both have perceived environmental issues. Both sites are in the Sandy Hook Design District and may be eligible to apply for an EPA brown fields grant.

Survey Action Committee Updates:

Signage: Ms. Stocker met with Nicholas Kopcik, owner of Newtown Sunoco, Planning and Zoning Chairman Lilla Dean, First Selectman Pat Llodra, EDC member Thomas Murtha and Land Use Agency Director George Benson about needed changes in business sign rules. She was advised that the regulations for temporary signs had been changed in July but may be reviewed again. The EDC intern has produced a brochure, details of which can be found on the



town's web site, explaining such regulations. Mr. Benson will work on putting an application for sign permits online. The town and borough sign regulations should be compared, it was noted.

New Business and Regulation Road Map: Mr. Motyka said he will add Fairfield Hills Campus requirements to the materials which outline how to navigate town regulations. That may take nine months if FFH rules are revised. It is expected that the road map will be checked by the relevant town officials.

EDC Coordinator/Consultant Projects: Mr. Sharpe distributed a new Economic Development Mission Statement prepared by the intern. Commissioners agreed that it was well done.

Mr. Sharpe advised that the EDC needs to fill two openings but that no replacement for Mr. Scarangella can be made until he officially resigns. That may require a letter to be sent by the first selectman. Other candidates have been suggested by the EDC and referred to the appointing groups for action.

Ms. Olinger made a motion to add the "Strategic Plan for Economic Development" to the agenda. Seconded by Mr. Motyka. The motion carried unanimously.

The report was discussed and revised at a special EDC meeting on Sept. 19. Ms. Stocker will make final changes in the strategic plan, which will be sent to the Selectmen and the Legislative Council before going to the zoning board for inclusion in the town's Plan of Conservation and Development. Ms. Stocker is going before the Legislative Council on Sept. 21 to explain the current situation regarding industrial properties, ascertaining which ones are vacant and which ones are on the market. She will also discuss the Grand List, leaving time for Q&A.

Mr. Tarshis made a motion to approve the "Strategic Plan for Economic Development" as discussed and modified. Seconded by Mr. Motyka. The motion carried unanimously.

Mr. Humeston congratulated everyone involved in putting the Plan together.

Public Awareness Plan: Mr. Motyka showed the commission an aerial map of the town center showing where the aquifers are located. The proposed Tech Park is outside the protected area. The use over the aquifer is very restrictive.

Mr. Humeston went to the Water and Sewer Authority meeting on Aug. 11. At the meeting Alan Shepard made a motion *to advise EDC that the WSA can offer a five-year payment plan for the benefit assessment for any property in the town's Technology Park on Commerce Road developed by the end of 2012.* The motion was seconded and approved.

Buy Local w/Chamber (Restaurant Week): Mr. Tarshis discussed new initiatives being developed, primarily through the Rotary Club. He will bring in a list of subcommittees to see if anyone wants to be involved. It was noted that the Chamber of Commerce will elect a new president soon and may continue the Chamber's new emphasis on "Buy Local." Ms. Stocker said a lot of other towns have done similar things and there is a lot of information available. A list of possible projects will be sent to the Chamber for its next board meeting.

Support Business Districts Plan: Mr. Humeston advised that the Fairfield Hills Master Plan (FFHMP) review committee report has been sent to the Board of Selectmen for their Oct. 3 meeting for discussion.

Compare Newtown Plans to Other Towns: Mr. Sharpe said he expects to have an outline for the study completed and work on the project started in the next month.

NEW BUSINESS:

Ms. Olinger said she would like to modify the monthly EDC agenda's format to focus on Strategic Plan for Economic Development actions and projects. Commissioners supported the idea of discussing specific items with less side talk. Mr. Motyka noted that we should also address open items. Ms. Olinger also plans to limit discussions to three bullet points.

ADJOURNMENT:

Mr. Sharpe made a motion to adjourn the meeting at 8:40 p.m. Seconded by Mr. Tarshis. The motion was carried unanimously.

Respectfully submitted by Margaret Wilkin, Clerk

**REPORT BY ECONOMIC & COMMUNITY DEVELOPMENT DIRECTOR
FOR ECONOMIC DEVELOPMENT COMMISSION
September 2011**

1. **Tech Park:** I signed the application for the ACOE and gave permission to Spath Bjorklund (Bill Carboni) to act as our agent. The NE REJ ad that the EDC had been running for Fairfield Hills has been changed to advertise the Tech Park to see if any interest is out there. The Tech Park and Fairfield Hills will continue to be advertised on Loop Net & CERC Site Finder.
2. The fall preview in the NE & NY Real Estate Journals will be published in mid September. I wrote two versions of the same article and put in a ½ page ad in each journal for the Tech Park. I will post the articles on the Commission's web site when they are published. Go to the Commission's News Center to see recent news.
3. **EDC web site** updates are ongoing. I will see about getting the enews into the news section.
4. **Commercial development activity** includes the second building at Highland Plaza (22,000 sf) that was started recently. Final work is being done at Plaza South where the last 20,000 sf building is being readied for tenants. I head second hand that Blue Linx does not intend to rebuild in Newtown. A plan to market the site for alternative uses is underway.
5. **CGI** is live on the town's web site.
6. **Business visits** conducted this month include Steven's Village Square Diner, Anthony's shoe store, Devine Dogs, Subway at Plaza South (not open yet), Newtown Sonoco, and I attended the Chamber's BBQ at Masonicare.
7. The **Newtown Restaurant Week** (Sept. 6 to 16) was deemed a success. A follow up meeting was held and it looks like the event will be held again next year.
8. **Sandy Hook:** the intersection realignment and water line extension are moving forward. The water line extension should be completed within a couple of weeks and the intersection will move forward when DOT and the utilities determine the timeline. I will meet with representatives of SHOP and the public works on the 23rd to work out a scope for the streetscape project. A follow up meeting is scheduled for September 27th.
9. No word yet on the \$500,000 **STEAP** application that was submitted in June for the infrastructure/streetscape work at Fairfield Hills. The next round for EPA clean up and assessment grants will be this fall and I will be ready to apply. The assessment grant will be made available to evaluate key commercial and industrial properties in Newtown which are being targeted for redevelopment.
10. Our intern is continuing to work 18 hours per week during the fall semester. His work has assisted the Commission's committees as can be seen from the handouts tonight.



Newtown Economic Development Commission
 Email Tracking Report
 9/16/2011

Comparative Metrics

| | Sent | Bounces | Opens | Clicks | Forwards |
|---------------|------|---------------|----------------|----------------|-------------|
| Overall | 1545 | 8.5% (132) | 40.6% (574) | 30.0% (172) | 0.2% (1) |
| Last 3 months | 537 | 3.9% (21) | 30.4% (157) | 13.4% (21) | 0 |

Emails

| Date Sent | Email Name | Sent | Bounces | Spam Reports | Opt-outs | Opens | Clicks | Forwards |
|-----------|--|------|---------------|--------------|-------------|----------------|---------------|-------------|
| 9/15/2011 | EDC E-News - Business Assistance Programs Sept. 2011 | 537 | 3.9% (21) | 0 | 0.4% (2) | 30.4% (157) | 13.4% (21) | 0 |
| 6/21/2011 | Newtown EDC E-News - June 2011 | 622 | 10.8% (67) | 0 | 0.2% (1) | 46.7% (259) | 32.0% (83) | 0.4% (1) |
| 9/29/2010 | Newtown EDC E-News - September 2010 | 386 | 11.4% (44) | 0 | 0.5% (2) | 46.2% (158) | 43.0% (68) | 0 |

Key For Table

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|--|---|
| Sent | The total emails sent, including bounces. |
| Bounces | Emails sent, but not received by your contacts. |
| Bounced percent | Number of bounced emails divided by the number sent. |
| Spam Reports | Number of complaints received from an email. |
| Opt-outs | Contacts who unsubscribed from your list. |
| Opt-out percent | Number of opt-outs divided by the number sent. |
| Opens | Emails your contacts received and viewed. |
| Opened percent | Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced). |
| Clicks | Contacts who clicked on a link within your email. |
| Click-through percent | Number of clicks divided by the number opened. |
| Forwards | Number of times the email was forwarded using the Forward Email to a Friend link. |
| Forward Email to a Friend percent | Number of forwarded emails divided by the number opened. |
| Overall | Totals since using Constant Contact. |
| Last 3 months | Totals for the last three months. |