

**TOWN OF FARMINGTON, CT
ECONOMIC DEVELOPMENT COMMISSION**

DATE: Wednesday June 10, 2015
TIME: 6:30 P.M.
PLACE: Farmington Town Hall, Conference Room A

MINUTES

Present

Augusto Russell
Bob Reeve
Joan Valenti
Dan Kleinman
John Karwoski

Absent

Joe Howard
Brian Connolly
Jeff Apuzzo

Staff

Rose Ponte

- a. **Call to Order**
 - a. Meeting called to order at 6:30 pm

- b. **Public Comments**
 - a. N/A

- c. **Reading of the Minutes**

A motion was made and seconded to accept the May 13, 2015 minutes Kleinman / Reeve).

 - i. **Approved unanimously.**

- d. **Report of the Town Planner**

Town Planner was not in attendance. Rose reviewed his report.

- e. **Report of the Economic Development Director**

Rose reviewed the monthly report; commissioners did not have any discussion.

Rose also shared the end of the year economic development statistics. It included the commercial to residential tax ratio, Farmington's mill rate as it compares to surrounding towns, the commercial industrial and office vacancy rates, the grand list growth, and the personal property growth. All these indicators continue to trend positively and serve as proof of the strong economic environment in Farmington. Rose will provide the Commissioners with a final report.

The marketing committee recommended that EDC send regular press releases keeping Farmington businesses and the EDC efforts in the spotlight. Rose shared a draft press release about the Hartford Business Journal's recent Business Champions Awards. Commissioner discussed how to best promote the releases. Many felt that since the events have already happened that it would be best to promote on the town's website, through e-blasts or on the patch.

Commissioner Russell inquired on the progress of the Town's new website. Rose reported that a consultant has been selected and will be meeting with all departments. Rose will notify the commissioners when that meeting will take place.

f. Town Council Liaison Report.

i. N/A.

g. Old Business

a. Spring Business Breakfast Recap.

25% of the attendees completed the breakfast survey and the surveys were very favorable. One survey respondent recommended we try to attract a more diversified audience. They would like to see more manufacturers involved. Rose will work to promote the next breakfast and focus on getting some manufacturers involved.

b. Fall Breakfast

Commissioner Reeve has secured Peter Holland from UTC to be the featured speaker for the fall breakfast. Rose will secure available dates from John Patrick and will coordinate with Bob to secure a date for Peter Holland.

The commissioners also discussed possible future speakers. Commissioner Valenti attended a recent breakfast that featured a former CIA member speaking about cyber security; she said the program was well attended and relevant. Commissioners agreed that it is an important topic but cautioned that we should continue to focus on topics related to the Farmington business community.

h. New Business

a. 2015 Flower Campaign

Commissioners thought we should continue in the same format as last year for the annual fundraiser. Rose will create the promotional materials

b. Schedule a special meeting to hear the Centerplan Development Presentation.

A motion was made and seconded to schedule a special meeting in July to hear the Centerplan Presentation for Charles House Property.
(Kleinman/ Valenti)

Commissioners requested that Rose send them an email in order to receive the commissioner's vacation schedule. Commissioner Kleinman would like to have the traffic study and environmental study prior to meeting with Centerplan. Rose will coordinate to schedule a meeting probably in late July or August.

i. **Approved unanimously**

c. A motion was made and seconded to add a UVIA request for sponsorships to the agenda. (Russell/ Kleinman)

i. Approved unanimously

UVIA is looking to mail an informational piece to Farmington residents in the late summer – early fall. The piece would include the history and information about UVIA, promote the new businesses that have recently opened in Unionville, and promote the Unionville festival. Commissioners discussed the motion and agreed that there are many new businesses in Unionville and it would assist with economic development efforts in Unionville.

A motion was made and seconded to endorsed the promotional letter and give them a sponsorship of \$1000 towards the cost of mailing and printing. (Kleinman/ Karwoski)

i. Approved unanimously

i. Adjournment

- a. A motion was made and seconded (Reeve / Karwoski) to adjourn the meeting. Meeting was adjourned at 7:20 pm
 - i. **Approved unanimously**

**Respectfully Submitted,
Rose Ponte
Economic Development Director**

**CC: Economic Development Commissioners
Jeff Apuzzo, Economic Development Commission Liaison**