

**TOWN OF FARMINGTON, CT  
ECONOMIC DEVELOPMENT COMMISSION  
September 11, 2019 Meeting**

DATE: Wednesday September 11, 2019

TIME: 5:30 P.M.

PLACE: **Town Council**

**AGENDA**

- A. Call to Order
- B. Public Comment
- C. Reading of Minutes  
July 10, 2019 Economic Development Commission Minutes (Attachment 1)
- D. Economic Developer's Report (Attachment 2)
  - 1. October 16, 2019 – DECD Commissioner Lehman- **new date**
  - 2. Economic Development Project Progress Report (attachment 3)
  - 3. Farmington Village Center Committee (FVCC) Streetscape Improvement Master Plan, Walking Tour and landscape updates
  - 4. Small Business Resource Series Breakfast- September 25, 2019 (attachment 4)
  - 5. Emerging Leaders Award Ceremony – September 18, 2019
- E. CEDAS Best Practice Certification Program-( Attachment 5)
- F. Town Council Liaison Report
- G. Adjournment

cc: Economic Development Commissioners  
Town Council Liaison  
Kathleen A. Eagen, Town Manager  
Paula Ray, Town Clerk  
Deb Bull, Administrative Assistant (by e-mail)

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

DATE: July 10, 2019  
TIME: 5:30 P.M.  
PLACE: Town Council Chambers

**MINUTES**

**Present**

Amy Suffredini  
Robert Reeve  
Brian Connolly  
Bill Wadsworth  
Ed Giannaros

**Staff**

Rose Ponte

- a. Call to Order**  
a. Meeting was called to order by the Brian Connolly at 5:30 pm
- b. Public Comment- none noted**
- c. Presentation for possible referral for Metro Realty**  
Kyle Richards, from Metro Realty, presented plans for a 65,000 square foot medical facility to be built at 1 Munson Road. Mr. Richards reported that Metro Realty had conducted various meetings with the adjacent neighbor to address the neighbor's concerns. They moved the original location of the building to address some of the adjacent neighbor's concerns. Metro Realty provided a positive Economic Impact form and pointed out the economic benefits of this project.  
a. A motion was made and seconded (Kleinman / Wadsworth) to issue a positive referral for the proposed Metro Realty project
- d. Chamber of Commerce Collaboration- Phil Chabot**  
This upcoming fall, the Farmington Chamber is hosting an event featuring Senator Blumenthal. They were hoping to co-sponsor the EDC's next breakfast and have Senator Blumenthal be the featured speaker. Although Commissioners value the collaboration with the Farmington Chamber, they felt that the Business Breakfast is the Commission's signature event and they were not interested in having a co-sponsor. Rose has already secured the new DECD Commissioner for the Commission's October Business Breakfast. Phil Chabot reiterated that the Chamber and Economic Development Department should work together and not in competition with each other. Commissioner Kleinman agreed and expressed that Rose and the Commission do collaborate with the Chamber and will continue to do so in the upcoming year.

**e. Reading of the Minutes**

A motion was made and seconded (Kleinman /Wadsworth) to accept the July 10, 2019 minutes.

**a. The motion carried.**

**f. Economic Developer's Report (Attachment 2)**

1. **October 9, 2019 Business Breakfast** - Commissioner Lehman will be the featured speaker.

2. **New EDC Website**

Kat Krajewski was recently promoted to Assistant Town Manager. One of her areas of focus will be Economic Development. She is working with Rose to update the Economic Development section of the town's website. Currently there are three different Economic Development sections in the Town's website. When the new site is finalized whenever a user goes to one of the Economic Development tabs, they will be redirected to choosefarmington.com. This new updated website will have all the information that currently exists under three sections in one user friendly site. Photos, icons and color scheme will coordinate with the updated Economic Development marketing materials that were created last spring. Overall Commissioners commented positively about the new changes.

3. **Updated Explore Farmington website**

The Explore Farmington site has also been updated using many of the same photos and color schemes from the marketing materials. New guides to shop local, stay local and explore local will be added in the upcoming months. Commissioner Reeve noted that it is distracting to have the Civic Lift button continually pop up when one first visits the site, Rose will discuss with Evan to rectify.

**g. Town Council Liaison Report**

Councilman Giannaros reported:

- the Farmington High School building committee selected CSG (Construction Solutions Group) as their owner's representative and they had begun to work on an RFP for Architects.
- Phase 2 of the infrastructure report was presented to Council. The Phase 2 report included roads, sidewalks, parks, bridges, parking lots and streetlights.
- The Council recommended purchased 9485 Mountain Road. Currently the New England Metacomet Trail requires hiker to walk along a curved section of Mountain Road. The relocation of the trail over 9485 Mountain Road will allow hikers to immediately access the trail after crossing Mountain Road. This will provide a safer crossing a more permanent relocation of this section of the Trail.
- The Council accepted the Farmington Village Center Streetscape Master Plan as presented by BSC Group.

**h. Adjournment**

A motion was made and seconded (Kleinman/ Reeve) to adjourn the meeting. Meeting was adjourned at 7:10 pm. **Approved unanimously**

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

**CC: Economic Development Commissioners**

DRAFT

**Economic Development Director Report**  
July & August EDC Report

**Business Visits:**

During the month of July and August, I met or conferenced with the following:

1. Sebby Milano, Winterberry Gardens
2. Patrick Arnold, Summer Intern
3. Dr. Rampal, Priority Urgent Care Center
4. Diane Becker, Farmington part time communications
5. Barbara Duffy, Abe Kahoud, Midpoint Development
6. Mark Devoe, Planner
7. Dr. Jessica Quintero-Villa, Life Family Chiropractic Center
8. Kyle Richards, Metro Realty
9. Jef Vasser, BSC Group
10. Amy Vaillancourt, Tighe & Bond
11. Michael Wrobel, Winterberry Gardens,
12. Chelsea O'Donnell, Journey Communications
13. Chris Rode, Developer
14. Evan Dobos, Civic Lift
15. Mr. Demetrius Tolides, Surrey Liquors
16. Phil Chabot, Farmington Chamber
17. Cindy Bombard, Central Chamber of Commerce
18. David Rattatori, President, Ion Bank
19. David Occhialini, local developer
20. Debbie and Gene Tovato, Essentrics Instructors
21. Adam Fox, Amy Martinez, DOT Real Estate
22. Ted Glanzer, Farmington Valley Press
23. John McCormick and Anna Kocsondy, CBRE Realty
24. Mickey Jamal, CEO, Cpd Energy Corp

**Partnerships Events and meeting**

Ribbon Cutting at Unionville Farmington Restaurant new patio

Ribbon Cutting at Priority Urgent Care

Ribbon Cutting at Life Family Chiropractic Center

Ct Women's Council Tour of the Hartford Atheneum

Economic Development Roundtable luncheon

**Communications**

Weekly Explore Farmington Event Emails

Summer E- Business Newsletter

## Economic Development Projects Progress Report

Owners Name	Approved Projects	Progress
<b>Metro Realty Largest Medical Office Campus in state</b>	1 Munson Road- 65, 000 sq. feet. Build to suit medical leasing unit.  55 South Road – 25, 000 square feet. Medical Office Space and multi-specialty outpatient surgery center  599 Farmington Avenue – 50,000 square feet	Demolition in progress; construction to begin once demolition is complete.  Under construction. 100% leased  Under Construction.
<b>5 Corners</b>	New 8,500 Sq. Feet Retail Center.  Tenants include Nardelli's Grinder Shop, Oak Barrell Wine & Liquor, New York Bariatric Group, Rebel Dog Coffee Co.	Construction completed Spring 2019.  Fully leased.
<b>5 Corners Bistro &amp; Craft Bar</b>	Redevelopment of former Stonewell Restaurant. Extensive renovations.	Active construction, opening late fall to early winter.
<b>Anthology Senior Living</b>	120 unit assisted living, memory care, independent living.	Construction near complete.  Scheduled to open September 30, 2019.
<b>Wood "n" Tap</b>	Former Apricot Restaurant renovation. Includes interior and exterior renovations, new siding, windows, new patio, new parking lot.	Scheduled to open Fall 2019

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## Economic Development Projects Progress Report

<b>Midpoint Development Text amendment</b>	Proposed Zoning Text amendment to implement recommendations made in Chapter 9 of the 2018 Addendum to the Farmington Plan of Conservation and Development regarding Midpoint Development District.	Scheduled for a public hearing October 21, 2019
<b>Upon Nut – tenant changes</b>	<p>Pomona Pete's opened in the former Cure Restaurant – May 2019</p> <p>Zen Yoga Barre closed- May 2019</p> <p>Scene Art Bar- Closed June 2019</p> <p>Edward Jones opened in the former Zen Yoga Barre- August 2019</p> <p>TDC Specialty Insurance expansion to former Scene Art Bar- expected completion Fall -winter 2019</p> <p>800 sq. feet currently available in the former Edward Jones Office.</p>	<p>Complete</p> <p>Complete</p> <p>In progress</p>
Charles House update	Requesting an extension of the November 15, 2017 approval	Scheduled for September 9 <sup>th</sup> TZP meeting.
Polish Care Services	<p>Recently purchased 254 Main Street.</p> <p>Will operate Polish Care Services' offices out of this location.</p>	In Progress
Batterson Park Update	Hartford Pension Board has contracted with CBRE Realty to market Fienemann Road Project, for Sale or Lease.	In Progress

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## Community Building Through Social Media

### Why 50,000 Followers is Out and Hyper-Local is In

Is social media doomed for the small business owner? Join the Farmington EDC and Farmington-based Journey Communications for a discussion on the ever-changing rules of social media and how to build community along with your fellow small business owners.

Together we will identify smart, simple strategies to connect with new potential customers and develop exciting, localized tactics that we can use together as a small business collective right here in Farmington.

Expect to walk away with at least five ideas that you can implement immediately and meet other business owners just like you.

#### Discussion Points:

- Using Groups - B2B and Neighborhood Communities Online
- Business to Business Collaborations
- Hashtags and Geo-Locations
- Social Media Holidays
- Micro-Communities
- Reviews and Reputation
- Creating Shareable Moments

### Meet Chelsea O'Donnell - Journey Communications

Chelsea loves nothing more than helping brands find their voice and craft their story. As a lifelong marketing professional, Chelsea believes that storytelling is the key to finding an audience, engaging them with a product or service, and turning them into brand ambassadors and lifelong customers.

During her career, Chelsea has held senior roles in marketing and public relations in New York City, Los Angeles, and Sydney, Australia, working with clients in the areas of food, beverage, health, beauty, hospitality, travel, and finance. When she started Journey Communications in 2015, she did so with the goal to offer top-notch marketing solutions at an affordable price to help small businesses turn heads in their communities.

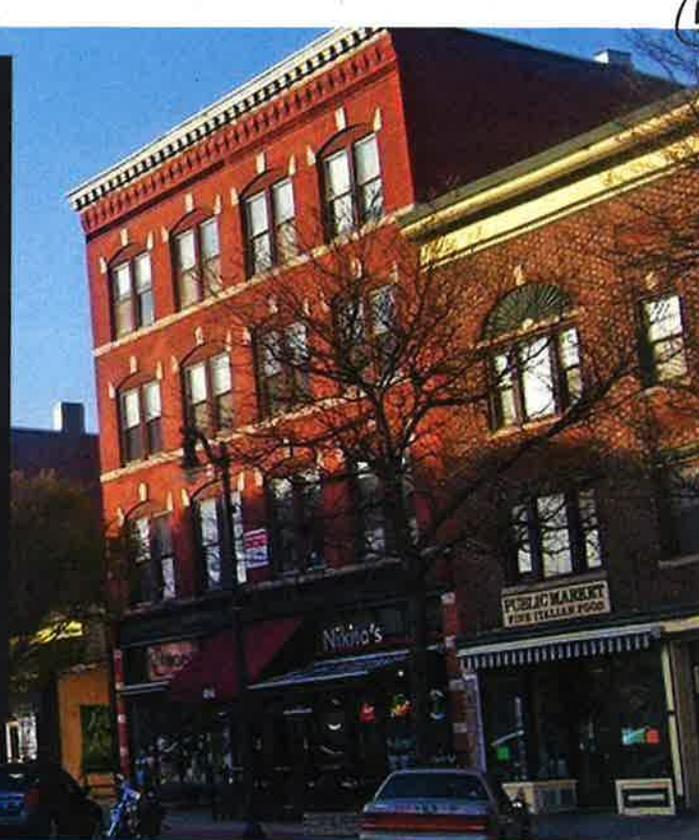


# CONNECT CT



## BEST PRACTICES ECONOMIC DEVELOPMENT & LAND USE PLANNING

A Program for Continuous Improvement



## ADVANCING ECONOMIC DEVELOPMENT ACROSS CONNECTICUT

The Connecticut Economic Development Association (CEDAS) has developed a certification program to encourage best practices in municipal economic development and land use to spur continuous improvement. The program is intended to drive communities to pursue excellence in land use and economic development practices and to recognize the communities that have established best practices.

In the pursuit of best practices, planners and economic development professionals can use this program to engage community stakeholders in discussions about how to achieve higher standards and develop creative, community specific ways to implement them.

### This program will:

- Accelerate the sharing of best practices across the entire state
- Improve the overall quality of economic development services at the local level
- And, ultimately result in more economic development in Connecticut.

For additional information, visit:  
<https://www.cedas.org/Resources>



### CO-PRESENTED BY:

**EVERSOURCE**



### COLLABORATING PARTNERS:



Connecticut  
Economic  
Resource Center  
*Collaboration at Work*



**UCONN**  
EXTENSION

### ANNUAL SPONSORS:

**PULLMAN & COMLEY 100 YEARS**

**STV 100 Years DPM**

## Evaluation and Certification

Applicants will be evaluated by a committee consisting of representatives from each of our collaborating partner organizations. Every three years, communities can re-submit for recertification and demonstrate continuous improvement. 2019 recipients will receive a certification plaque presented at the CEDAS Annual Awards event in October 2019.