

**Town of Wethersfield**  
**Economic Development & Improvement Commission**  
**Regular Meeting**  
**Thursday, January 12, 2006 - 12:00 Noon**  
**Town Manager's Conference Room, Town Hall**  
**MINUTES**

1. Call To Order - Chair Rosania called the meeting to order at 12:01 p.m.
2. Attendance - Members in attendance: Chair Betty Rosania, Joan Hughes, Joe Cornelio, and Howard Greenblatt.

Members absent: Ken Rizzio, Kate Mullen, Ralph Kelleher, Frank Frago, Paul Montinieri, Chris Lyons, Doug Sacks, John Breglio, Tom Grottke and Cindy Jacobs.

Also in attendance: Bonnie Therrien - Town Manager, Andy Adil - Town Council, Phil Knecht - Planning and Zoning Commission, Carmela Moore - President of the Wethersfield Chamber of Commerce, Peter Gillespie - Director of Economic Development/Town Planner and Denise Bradley - Assistant Planner.

3. Old Business
  - a. Farmer's Market - A brief discussion ensued regarding the types of anticipated items to be sold at the events. Commissioner Cornelio asked if the farmer's market would be exclusively a showcase for agricultural products or if crafts would also be sold. Bonnie Therrien noted that there were various zoning issues that would need to be addressed and that the Nature Center, which has volunteered to host the events, would like to wait to add crafts items.
  - b. Silas Deane Highway Plan - Peter Gillespie noted that the January 11th meeting had been cancelled and that a meeting with Fuss & O'Neill will be held on January 17th to discuss the schedule for receiving the final plan. Mr. Gillespie added that Fuss & O'Neill has been submitting development concepts and that when the last concept plan is received a meeting with the individual property owners and a full committee meeting will be held. Bonnie Therrien noted that the Town Council and the Board of Education will hold a Fireside Chat on January 28th from 8:30 - 11:00 a.m. Mrs. Therrien added that the Town Council and the EDIC will meet to discuss ways in which to help with advertising businesses. Mrs. Therrien also noted that she will meet with the town attorney to discuss whether the EDIC is technically considered the town's redevelopment agency or what it would take for the EDIC to become one.
  - c. Salute To Business - Peter Gillespie explained that it is important to schedule the date for the event as soon as possible and noted that the event is being tentatively scheduled for Wednesday December 6th or Thursday December 7th at the Wethersfield Country Club. Commissioner Greenblatt complimented Peter Gillespie and Carmela Moore for their efforts in making the event successful. Chair Rosania seconded Mr. Greenblatt's commendation and added that the event was good for community and public relations but that she was disappointed with the lack of press coverage.
  - d. RFP Marketing Assistance/Tourism Commission - Peter Gillespie noted that the RFQ had been published in the Hartford Courant and the due date for proposals is set for January 24th. Mr. Gillespie explained that the intent is to make a decision at the next EDIC and to discuss the amount of funding there is available to retain a qualified firm. Bonnie Therrien asked who would be responsible for reviewing the proposals. Mr. Gillespie responded that the Marketing Subcommittee of the EDIC and a few members from the Tourism Committee would meet and have a recommendation for the EDIC at the February 9th meeting.
  - e. Shop Wethersfield Program - Chair Rosania noted that the Marketing Subcommittee met on January 6th to discuss a slogan that would place emphasis on the town's desire to promote local businesses.

One of the ideas mentioned was Wethersfield Offers or Wethersfield Offers. Ms. Rosania added that she would like to see the Shop Wethersfield Campaign tied into the March 15th Business Seminar at the Wethersfield Country Club. The topic for the seminar will be how to start and grow a business in Wethersfield. Peter Gillespie noted the importance of starting an educational campaign and added that Wethersfield Life will be asked to publish an article on why it is important for Wethersfield residents to support local business. A brief discussion ensued regarding profiling local businesses in Wethersfield Life. Commissioner Greenblatt expressed concern over the town supporting one business owner and the need to be careful not to antagonize their competitor's. Commissioner Hughes commented that business owners not featured may feel slighted. Carmela Moore noted that the Chamber of Commerce would not be able to support promoting one business per month but would be open to promoting specific locations in Wethersfield or districts such as the Wethersfield Shopping Center as a whole. Mr. Gillespie noted that there are several possibilities and that the process is not yet formalized.

- f. Display Board - Commissioner Montinieri was not present to speak on the issue but Peter Gillespie noted that he was making progress.
- g. March Seminar - The event will be held on March 15th at 8:00 a.m. at the Wethersfield Country Club. Commissioner Hughes will serve as the event's moderator.
- h. Preserve America - Peter Gillespie noted that the application to complete a comprehensive plan for Old Wethersfield was submitted December 16, 2005, matching funds will be required and no decision is expected until spring.

#### 4. New Business

- a. Budget 2006/2007 - Peter Gillespie distributed copies of the Economic Development Budget 2005/2006 and the Wethersfield Tourism Commission's 2006/2007 Budget. Mr. Gillespie summarized the operating budget. He noted that of the total budget of \$43,766, \$12,254.87 had already been spent, \$24,490 was encumbered and \$2,173.07 is remaining. Mr. Gillespie then commented that the budget for the Salute to Business should be increased by \$1-1,500. Chair Rosania expressed concern with regards to the Tourism Commission's request to fund memberships. She noted that the town staff and EDIC has limited funding for memberships and added that the opportunity to attend these events should be given to top staff.

#### 5. Reports of the Town Manager -

**Town Manager's Report** - Town Manager Bonnie Therrien reported that the Wethersfield Historic Society will sponsor a Taste of Wethersfield in April.

**Town Council Liaison's Report** - Town Councilman Andy Adil noted that the next Fireside Chat with the Town Council and the Board of Education will take place on January 28th at Stillman School.

**Planning & Zoning Commission Liaison's Report** - There was no news to report due to the cancellation of the January 3, 2005 meeting.

**Director of Planning and Economic Development's Report** - Peter Gillespie reported on highlights from the Economic Development Report.

- 6. Chairman's Report - Chair Rosania commented on the arrival of Patty Cakes Bakery to Main Street and expressed concerns with regards to how some of the businesses have been faring in Old Wethersfield.
- 7. Sub-Committee Reports - No reports were presented.
- 8. Minutes- Approval of December 2005 meeting minutes - There was no quorum to vote.
- 9. Correspondence
  - a. Monthly Economic Development Report
  - b. Hartford Business Journal Article - Silas Deane Highway

c. Ct Main Street Program Workshop January 27, 2006

10. Adjournment - Chair Rosania adjourned the meeting at 1:39 p.m.

Respectfully submitted,

Denise Bradley, Assistant Planner