



**TOWN OF CROMWELL
ECONOMIC DEVELOPMENT COMMISSION**

Regular Meeting
7:00 P.M. Thursday July 15, 2010
Room 224 Cromwell Town Hall

AGENDA

1. **Call to Order**
2. **Roll Call/Seating of Alternates**
3. **Approval of Agenda**
4. **Public Comments**
5. **New Business:**
 - a. ED Coordinator's Report
 - b. Façade Program
6. **Stimulating Economic Development:**
 - a. Marketing
7. **Old Business:**
 - a. Northern Tier Industrial Development
 - b. Main Street Revitalization Project
 - c. Planning & Zoning Issues:
 - i. New Zoning Regulations
 - d. Zoning Enforcement
 - e. Stocking Triangle
8. **Communications** (see attached P&Z Report; Zoning Enforcement Report; P&Z Minutes)
9. **Chairman's Comments/Commissioners' Comments**
10. **Approval of Minutes**
11. **Good & Welfare**
12. **Adjourn**

RECEIVED FOR FILING
7/13 2010 at 9:00 A.M.
TOWN CLERK'S OFFICE
CROMWELL, CONN.

Carlene DiProto
TOWN CLERK

2010 PERMITS

<u>Permit#</u>	<u>Name of Applicant</u>	<u>Site Location</u>	<u>Type of Activity</u>	<u>Decision Date</u>	<u>Status</u>
10-01	Norm & Ken Nadeau Special Conditions: NONE	Northbrook Estates Sub	File a Restrictive Covenant in lieu of a letter-of-credit and/or cash performance bond	Approved 1/05/2010	No Activity
10-02	Joe Dudash Special Conditions: NONE	540 Main Street	Indoor Airsoft Facility	Approved 1/19/2010	Open for business
10-03	Reed Builders, LLC Special Conditions: NONE	North Road	"Mountain View" revise lots 7 & 8	Approved 1/05/2010	
10-04	Brothers Property LLC Special Conditions: The Site Development Plan shall be reviewed and approved by the Town Engineer.	County Line Road	3 lot commercial resubdivision	Approved 1/19/2010	
10-05	ORL Construction Corp. Special Conditions: NONE	14 Hillside Road	GKN-Manufacturing	Approved by staff 1/4/10	Work in progress
10-06	Ken Caruso Special Conditions: NONE	26 Court Street	2 family conversion	Approved by staff 1/4/10	
10-07	Peggi Camosci Special Conditions: NONE	322 Main Street	Tea Room & Gift Shop	Approved by staff 1/19/10	Open for Business

2010 Permits

<u>Permit#</u>	<u>Name of Applicant</u>	<u>Site Location</u>	<u>Type of Activity</u>	<u>Decision Date</u>	<u>Status</u>
10-08	First Selectman Special Conditions: NONE	Harpers Meadow Road	Road acceptance - Harpers Meadows	Approved 1/19/2010	Accepted on May 13, 2010
10-09	Debra Tardif Special Conditions: NONE	319 Main Street	The Mouse Hole, LLC Gifts & Antiques	Approved by staff 1/12/10	Open for Business
10-10	John Whitney Special Conditions: NONE	76 Nooks Hill Road	lot split	No action required	
10-11	First Selectman Special Conditions: NONE		8-24 Referral regarding proposed Senior Center	Approved 3/02/10	Rejected by voters
10-12	First Selectman Special Conditions: NONE		8-24 referral regarding proposed Library Expansion	Approved 3/02/10	Rejected by voters
10-13	Country Sq. Commons Special Conditions: NONE	40 Country Squire Road	Horizon Marketing	Approved by staff 2/4/10	Moved in
10-14	Greater Harford Community Foundation Special Conditions: Conditions same as last year	100 Golf Club Road	Travelers Championship Golf Tournament	Approved 4/6/10	Pending June 21st starting date

2010 PERMITS

<u>Permit#</u>	<u>Name of Applicant</u>	<u>Site Location</u>	<u>Type of Activity</u>	<u>Decision Date</u>	<u>Status</u>
10-15	Pipa Patel Krauszer's Food Stores Special Conditions: (1) not to exceed 8 vehicles and if over capacity must be removed within 24 hrs. (2) A no entrance sign on the western entrance.	117 Berlin Road	U-Haul Rental	Approved 3/2/10	No Activity Sign removed
10-16	Planning & Zoning Commission Special Conditions: NONE	town wide	Staff proposed amendments to Subdivision regulations	Approved 4/6/2010	
10-17	First Selectman Special Conditions: NONE	town wide	Infrastructure; Iron Gate; Police	Approved 3/2/10	
10-18	First Line Electric LLC Special Conditions: NONE	135 Sebethe Drive	Electrical Contracting Offices & Warehouse	Approved by staff 2/24/10	
10-19	Salvatore Petrella Special Conditions: NONE	630 Main Street	Bookkeeping Office	Approved by staff 3/9/10	Moved in
10-20	Joshua Eddinger Special Conditions: Wetlands officer review for wetlands compliance	24 Shunpike Road	Temporary Retail Garden Store	Approved 4/6/2010	No chemicals on site Open for Business
10-21	Not used				

2010 PERMITS

<u>Permit#</u>	<u>Name of Applicant</u>	<u>Site Location</u>	<u>Type of Activity</u>	<u>Decision Date</u>	<u>Status</u>
10-22	Qamar Naqvi Special Conditions: NONE	15 Wild Rose Court	Import handicrafts & gift items	pending	
10-23	Croi-Lyn Kovacs Special Conditions: (1) The ramp must be approved by the Building Inspector.	13 Sydney Lane	Home Daycare	Approved 4/20/2010	Workin on Handicap Ramp
10-24	Elizabeth Vincenzi Special Conditions: NONE	199 Shunpike Road	Elite Fitness Studio	Approved by staff 3/30/10	No Activity
10-25	Paul Morello, Jr. Special Conditions: (1) The Town Engineer shall review the drainage report submitted by the applicant, and deem it acceptable; (2) The plans shall be revised to address the Town Planner's comments dated 4/8/10;	200 Coles Road	Mrozowski 1 lot subdivision	Approved 4/16/2010	
10-26	Brian DiMartino Special Conditions: NONE	9 Ledge Road	1 lot subdivision	PH 6/1/2010	

2010 PERMITS

<u>Permit#</u>	<u>Name of Applicant</u>	<u>Site Location</u>	<u>Type of Activity</u>	<u>Decision Date</u>	<u>Status</u>
10-27	Cromwell Little League Special Conditions: Approval by Board of Education	9 Captain James Mann Memorial Drive	Batting cages and Press Box	Approved 5/04/2010	No Activity
10-28	LRC Group/Pat Gorman Special Conditions: NONE	14 Hillside Road	Proposed parking expansion	Approved 5/18/ 2010	Work in progress
10-29	Burt John, Director Covenant Village Special Conditions: NONE	Missionary Road	Farmer's Market	Educational events are allowed in Institutional Development Zone No action needed	
10-30	Mark Langton Special Conditions: NONE	Fire Depts. 82 Court St. and 1 West Street	Mother's Day Flower Sale	Approved 5/04/2010	Over
10-31	H & C Developers Special Conditions: NONE	Woodside Rd-west side	Woodside Estates	Approved 6/1/2010	
10-32	H & C Developers Special Conditions: NONE	Woodside Road	Woodside Estates	Approved 6/15/2010	
10-33	One Kirby Road C, LLC Special Conditions: NONE	1 Kirby Road	Site plan modification Dunkin Donuts	Approved 6/1/2010	
10-34	TNT Fireworks/Melissa	77 Berlin Road	Retail sale of CT approved	Approved by	

10-35	Gaduti Special Conditions: NONE	West St. Firehouse to Pierson Park, Comm. Field Rd.	Cromwell Riverport Festival	Approved 6/1/2010	staff 5/25/10
10-36	Allan Spotts Special Conditions: NONE	538 Main Street	Express Food Mart	Approved by staff 6/8/10	
10-37	Nadeem Khalid Special Conditions: NONE	town-wide	SR amendment re road paving	Pending	
10-38	Staff Special Conditions: NONE	150 Sebetha Drive	Banquet Room Addition - Billy Tee's	Tabled	
10-39	William Torza Special Conditions: NONE	21 Evergreen	Resubdivision	Pending Ph 8/3/10	
10-40	LRC Group/Pat Gorman Special Conditions: NONE	676 Main Street	Zone Change from IP to I	Pending Ph 8/3/10	
10-41	First Tee of Connecticut Special Conditions: NONE	676 Main Street	Re-subdivision of portion of property	Pending Ph 8/3/10	
10-42	Elizabeth Bianco	33 Berlin Road			



**Town of Cromwell
Planning and Zoning Commission**

Jean Chubb
TOWN CLERK

**PUBLIC HEARING AND REGULAR MEETING
7:00 P.M. TUESDAY, JUNE 15, 2010
ROOM 224 CROMWELL TOWN HALL, 41 WEST STREET**

MINUTES AND RECORD OF VOTES

Present: Nicholas Demetriades, Vincent Faienza, Joseph Garafalo, Peter Keithan, Michael Cannata, Alice Kelly, Tom Madden, Doug Sienna, Alternate Fred Hayward.

Also Present: Town Planner Craig Minor, BOS Liaison Anthony Varricchio, Sr

Absent: Thomas O'Neill, Alternate Linda Duren

1. Call to Order

The meeting was called to order at 7:00pm by Chairman Demetriades presiding.

2. Roll Call

The presence of the above members was noted.

3. Seating of Alternates

Motion was made by Alice Kelly, seconded by Douglas Sienna to seat Fred Hayward. All were in Favor. *Motion Passed.*

4. Approval of Agenda

Motion was made by Vincent Faienza, seconded by Joseph Garafalo to approve the agenda with the additions of 6b1. Eager Lane and 11b. Letter from William H. Coons, Jr. to First Selectman. All were in Favor. *Motion Passed.*

5. Public Comments

Patrick Snow of 110 Court Street representing Cider Hill Associates gave a progress report. Mr. Snow stated that Tilcon and Vassel Brothers were going to begin work with the bond monies on July 12th to get the repairs done.

Beverly Leghorn-Jirele of 25 Woodside Road stated that someone was going to get back to her after the site walk last week regarding the Woodside subdivision and she had not heard back regarding the drainage and fill.

Jim Vaughan of 3 Eager Ln expressed concerns regarding Eager Lane. The residents of the street

had hoped the street would be done by now. Mr. Vaughan addressed the overgrown weeds, snakes, incomplete road, and other issues. Mr. Vaughan saw some concerns as health hazards. Mr. Vaughan explained he had called the Town over the winter and was told the developer had 5 years. Mr. Vaughan commented that the contracts they had signed as homeowners to maintain their property but that the builder is not taking care of his end of the deal. Mrs. Kelly asked about the storm drains. Mr. Vaughan clarified that there are weeds coming out of them.

Rich Waters of 84 South Street asked the Commission not to release any of the bonds at Cobblestone. Mr. Waters felt it was foolish if any monies were reduced. Mr. Waters commented on past problems with the developer and that if something goes wrong the Town needs the protection.

6. Development Compliance Officer Report:

- a. Activity Report – No report.
- b. Status of Outstanding Permits

I. Eager Ln

~~Mr. Sienna read a June 14, 2010 email from Town Engineer Mazurek to Town Planner Minor and an email from Steve of Coastland Building to Town Engineer Mazurek. The e-mail's clarified that there was no action needed at this meeting on the bond regarding drainage.~~

~~The Commission discussed the resident's concerns with the road conditions. It has been 5-years. The Commission asked Mr. Sienna to email the Zoning Enforcement Officer, who is on his furlough days. The email will ask the ZEO to look at the issues in the development and what steps can be taken including perhaps calling the bond. Mrs. Kelly asked who looks at the roads and storm drains when they are installed and expressed how upset she was that this seems to be a constant concern. Mr. Minor answered that the ZEO looks at the plans to make sure the specifications are done but that he was not sure who was responsible for checking the storm basins. Mr. Minor was sure that the issues needed to be fixed before the Town accepts a road. Mr. Minor stated these were questions for the Department of Developmental Services. Mrs. Kelly questioned whether the ZEO had the expertise to inspect a storm basin system. Mrs. Kelly would like to find out the jurisdiction and who test the systems. Mrs. Kelly expressed her frustration with the process. Mr. Sienna is going to put together a letter asking who holds the responsibility for inspections. Mr. Keithan expressed how upset he was when trying to get answers with Mr. Mazurek. Mr. Varricchio said that he heard the Commission's concerns and that he would address them at the next Board of Selectman meeting and try to get some of them resolved. It was clarified that Mr. Sienna was to write a letter to the ZEO and copy Mr. Mazurek regarding Eager Ln addressing the drainage, road condition and weeds. Another letter was to be addressed to Mr. Mazurek to address responsibilities with an answer to the Executive Board of~~

the Commission.

7. Town Planner Report:

- a. Public Hearings to be Scheduled: None
- b. Performance Bond Actions:

1. Partial Performance Bond Reduction for "Cobblestone Plaza".

Town Planner Minor explained the reduction of the bond and reviewed the correspondence provided in the packet supporting the reduction of the bond. Town Planner Minor read Town Engineer Mazurek's June 14, 2010 email to Mr. Minor requesting bond reduction.

Attorney Ryan McCain from Shipman and Goodman representing Cobblestone Associates emphasized the release of the bond. Attorney McCain discussed the developer doing the work and coming to a conclusion on the project. Attorney McCain remarked that the money to complete the project was in the bond. Attorney McCain discussed what the Town Engineer recommended and felt was appropriate. Attorney McCain explained that the developer is not profiting from the money, that it is going towards the work and that he understands that many are skeptical regarding the work.

Mr. Keithan stated he has been around since the project started and is concerned for Cromwell and there is a lot more to be done and is not happy and wants more security.

Mrs. Kelly asked if Attorney McCain was aware that there was a \$38,000 bond that was owed? Attorney McCain was aware. Mrs. Kelly was concerned that there was no guarantee and discussed the maintenance bond and concern with the winter and the slope.

Mr. Cannata commented that nothing has been done on the Country Squire slope and that the only section that has been complete is the center, nothing below which is tied into temporary drainage. Mr. Cannata expressed concern that if there was a failure above or below than it wipes out the completed section. Mr. Cannata wants complete stabilization of the slope, completion of Country Squire, and the drainage system. Mr. Cannata does not think this is the proper time for release and referred to the Zoning Regulations 1.1, which promotes health and safety. Mr. Cannata does not think the middle of the hill is fulfilling.

Mr. Faienza stated this scope and magnitude type of slope has not been seen in the State. Mr. Faienza would like to see it more stabilized and complete before the release of funds.

Mr. Garafalo agreed with Mr. Faienza and Mr. Cannata. Mr. Garafalo confirmed that the bonding for the detention system was included.

Mr. Hayward asked if the monies were released and the property was sold, would the Town be protected.

Attorney McCain commented that there were no plans to sell the property until it was complete,

but that it is not really sellable in this condition. Attorney McCain also stated that the Town still has the remaining bond monies. Attorney McCain referred to the letters provided in the packets by the engineers stating the work is done. Attorney McCain stressed not wanting the project to become stuck and needing the bond monies to move it along, that this is a critical phase.

Mr. Keithan expressed frustration with not having monies to continue moving it along.

Mr. Cannata commented that he understands the cash flow problem, but finances are not the Commission's problem.

Mrs. Kelly expressed that the letter from the engineer does not state the slope is stabilized. It just states the work can proceed. There has been nothing of this magnitude and would like the proper phasing of the work.

Attorney McCain explained the developers have already gone into their pockets and explains the financial aspects and impresses the importance of the reduction.

Motion was made by Alice Kelly, **seconded** by Thomas Madden to approve Partial Performance Bond Reduction for "Cobblestone Plaza" for \$87,114. (In Favor, Madden) (Opposed, Hayward, Garafalo, Faienza, Cannata, Kelly, Sienna, Keithan). *Motion Failed.*

Chairman Demetriades did not vote.

Mrs. Kelly discussed the shot-crete bond. Attorney McCain said it was a mute point, now there is no money. Mrs. Kelly explained her misgivings regarding the shot-crete proposal.

8. Public Hearing and Possible Action:

a. Application #10-22: Home Occupation (Import/Export Business) at 15 Wild Rose Court. Qamar Naqvi, owner/applicant. Continued from June 1, 2010

Motion was made by Alice Kelly, **seconded** by Thomas Madden to move forward with Application #10-22: Home Occupation (Import/Export Business) at 15 Wild Rose Court. All were in Favor. *Motion Passed.*

The applicant was not available yet, moved to next item on the agenda.

Douglas Sienna read the legal notice into record.

b. Application #10-26: Residential Re-subdivision at 9 Ledge Road. Brian DiMartino, owner/applicant.

The public hearing for Application #10-26 was opened by general consent.

Jim Cassidy, Engineer for Hallisey, Pearson and Cassidy representing the applicant described the property and the surrounding areas. Mr. Cassidy reviewed the 8.89 acres and the road, driveway, frontage and wetlands. Mr. Cassidy described the splitting of the lots to create the new building lot. Lot A would be 3.9 acres and Lot B would be 4.97 acres. Mr. Cassidy described the new driveway, which would not impact a big clearing of trees. The new building lot does not impact wetlands and would be serviced by public water and a septic system. Mr. Cassidy clarified that the Town Planner's comments from his April 27, 2010 letter had been addressed. Mr. Hayward asked about the electrical service. Mr. Cassidy said it would be above ground. Mr. Madden asked if they would take into consideration widening the driveway. Mr. Cassidy said they were considering turnoffs rather than additional pavement.

~~Chairman Demetriades asked for public comments. There were none.~~

~~Mr. Minor has received draft easements from Attorney Petrella. Mr. Minor suggested that it be with the condition that the Town Attorney review and approve the easements.~~

~~**Motion** was made by Douglas Sienna, **seconded** by Peter Keithan to close the public hearing for Application #10-26: Residential Re-subdivision at 9 Ledge Road. All were in Favor. *Motion Passed.*~~

~~**Motion** was made by Michael Cannata, **seconded** by Douglas Sienna to approve Application #10-26: Residential Re-subdivision at 9 Ledge Road with the condition the Town Attorney review the easement documents as submitted by Attorney Petrella. All were in Favor. *Motion Passed.*~~

~~Chairman Demetriades called for a recess at 8:11pm.~~

~~Chairman Demetriades called the meeting back to order at 8:15pm.~~

~~a. Application #10-22: Home Occupation (Import/Export Business) at 15 Wild Rose Court. Qamar Naqvi, owner/applicant. Continued from June 1, 2010~~

~~The applicant was now available.~~

~~Qamar Naqvi of 15 Wild Rose Court introduced himself and explained he had received his import/export license. Mr. Naqvi provided the Commission with the location he would be storing his materials in Meriden.~~

Mrs. Kelly asked for clarification whether the applicant needed to provide a diagram showing the location within their home. Mr. Minor explained that the home occupation would be located in a den in their basement, using a desk. Mrs. Kelly asked how they would advertise the business. Mr. Naqvi said through flea markets and word of mouth. Chairman Demetriades clarified that there would be no storage or trucks.

Chairman Demetriades asked for comments from the public. There were none.

Town Planner Minor clarified through the regulations that the location has been properly identified.

~~Motion~~ was made by Vincent Faienza, **seconded** by Thomas Madden to close the public hearing for Application #10-22: Home Occupation (Import/Export Business) at 15 Wild Rose Court. All were in Favor. *Motion Passed.*

~~Motion~~ was made by Vincent Faienza, **seconded** by Alice Kelly to approve Application #10-22: Home Occupation (Import/Export Business) at 15 Wild Rose Court with the condition the business conforms with the Cromwell Hills Condominium Association Phase II and III Rules and Regulations revised April 2008. All were in Favor. *Motion Passed.*

9. Old Business:

a. Application #10-32: Subdivision Approval ("Woodside Estates") at Woodside Road. H&C Developers LLC, applicant; Gardner's Nurseries Inc., owner.

Attorney Salvatore Petrella representing the applicant explained that they had addressed the results of the site walk. Attorney Petrella described the sheet flow of the water down Woodside. Attorney Petrella described repairing the driveway so that the water won't flow in, and a curb from the driveway down to the new road to flow the water into the drainage system. Attorney Petrella explained that the elevation of the lot next to 25 Woodside Road would not be higher. Attorney Petrella also stated that they have addressed the issue of the water coming off of 25 Woodside Road and onto their property with a swale. The applicant is proposing fixing the drainage issues off their property in lieu of the sidewalks. Attorney Petrella discussed the conditions during construction phases and explained that they do not plan to do the road when school is in session. The plan is to do the road first and than the individual lots.

Chairman Demetriades asked who was developing the lots. Attorney Petrella confirmed that Mr. Hagei was going to be the developer, so there would be consistency.

Jim Cassidy, Engineer with Hallisey, Pearson and Cassidy reviewed the drainage problems addressed at the site walk. Mr. Cassidy did more exploring off the site and developed a plan to take care of the problems. Mr. Cassidy described the curbs, and new catch basins and that it would not affect the Woodside School drainage system. Mr. Cassidy discussed how they were

not going to affect the runoff when they do the grading for the houses onto the neighbor's property. Mr. Cassidy also discussed the road construction during the summer months and that they are not going to open up the entire property all at the same time to help keep the erosion and dust down. Attorney Petrella reminded the Commission that all representation is on the neighbor allowing them on her property.

Mr. Keithan asked about the sidewalks, because he felt there should be sidewalks. Attorney Petrella responded regarding the need for the sidewalks and explained that they were putting in a crosswalk.

Mr. Sienna asked about the location of the catch basin. Mr. Cassidy reviewed why the location was appropriate.

Mrs. Kelly asked about the analysis of the soil. Attorney Petrella explained that they did have it tested and based on the results they will do what is recommended by the soil scientists. Mrs. Kelly expressed concern with the road being put in and dust being stirred. Mrs. Kelly asked about the yard drain. Mr. Cassidy described the formalized system. Mrs. Kelly asked who was going to be responsible to take care of it. Mr. Cassidy explained that all lots would have access to the system. Attorney Petrella discussed having one person responsible for the system and the issue of the pipes. Mrs. Kelly felt that someone needed to be responsible.

Mr. Cannata asked if it was possible to move the system so that it was contained on one lot. Mr. Cannata confirmed that it was just the apron of the Leghorn driveway that was being done. Mr. Hagel did not have a problem moving the system if the engineer says that it will work.

Mr. Faienza asked that if the project goes longer to be careful of school activities.

Mr. Hayward asked about the street trees. Mr. Cassidy described.

Chairman Demetriades asked if the subdivision had a look and feel. Attorney Petrella said that it would have covenants. Chairman Demetriades addressed the letter from Robert Jahn.

Town Planner Minor addressed the storm drainage issue and the need to address the calculations.

Mr. Minor does not know if this is a quick or longer fix. Mr. Cassidy explained that the calculations take longer to do but that the system was designed for zero increase in runoff. Mr. Cassidy reviewed the design and addressed the areas that would be of concern to Engineering. Mr. Cassidy discussed the runoff concerns and flows.

Mr. Hagel addressed the issue of drainage versus sidewalks. Mr. Minor felt that these were different issues. Mr. Minor discussed his concerns with sidewalks and why he felt they are important within the subdivision.

Mr. Minor discussed the fee in lieu of open space and that the reason should not be due to the land being wetlands. Mr. Cannata asked about the open space fee and its calculations. The Commission discussed at length open space fees.

Mrs. Kelly felt that the discussion should wait until the July meeting until all information regarding drainage, open space, sidewalks, and performance bonds could be pulled together.

The Commission reviewed all the items still being discussed. Mrs. Kelly clarified that sidewalks takes the drainage correction on Woodside Road off the table. Mr. Hagel confirmed this. The Commission discussed at length the water issue. Mr. Cannata's opinion was to forgo the sidewalks for the drainage issue. Mr. Keithan felt the drainage was important. Mr. Sienna felt the size of the cul-de-sac was an expanded driveway and felt the drainage should be fixed. Mrs. Kelly is a proponent of sidewalks but agreed the drainage needed to be fixed. Mr. Faienza and Mr. Garafalo agreed. Mr. Hayward felt torn, but thought the sidewalks were needed. Mr. Madden also a proponent of sidewalks, agreed with drainage. Mr. Minor proposed that the Commission ask for both. Mrs. Kelly felt that they could not ask the developer to fix a Town's problem.

Motion was made by Michael Cannata, **seconded** by Alice Kelly to approve Application #10-32: Subdivision Approval ("Woodside Estates") at Woodside Road with conditions (1) Plans as submitted with the deletion of sidewalks on Leghorn Ln (2) Fee in lieu of open space is required (3) Drainage calculations reviewed and approved by Town Engineer (4) Performance Bond Approved by Town Staff and Commission (5) Yard Drainage System moved onto Lot #4 if possible. (In Favor, Madden, Demetriades, Faienza, Garafalo, Cannata, Kelly, Sienna, Keithan) (Opposed, Hayward) *Motion Passed.*

10. New Business: None.

11. Communications:

a. Request from Tax Collector re Unpaid Taxes at "North Brook Estates" subdivision.
Chairman Demetriades read a letter from Tax Collector Ramsey to Mr. Minor dated June 2, 2010. Mr. Minor explained that she is asking in advance, so that no bond monies are release.

Motion was made by Michael Cannata, **seconded** by Alice Kelly to not pay out any bonds for "North Brook Estates" until the tax issue is settled and put letter stating such attached to the bond. All were in Favor. *Motion Passed.*

William Coons of 9 Ledge Road commented that he was unaware this was on the agenda and he would take care of this tomorrow. Mr. Coons also let the Commission know that all the catch basins have been cleaned up at North Brook Estates. The Commission asked that he fix the sidewalks.

b. Letter from William H. Coons, Jr. to First Selectman
Mr. Minor explained the letter and stated that Mr. Coons had addressed these concerns as well several months ago. The Commission discussed needing to find a solution to the problem. The Commission asked to put this on the agenda for August for discussion.

Mr. Hayward and Mr. Madden left at 9:52pm.

The addition to the agenda of 11c. Letter from T & M Building regarding Cromwell Chase was made by general consent.

c. Letter from T & M Building regarding Cromwell Chase

The Commission had no objection to the name change from Pond View at Willow Brook to Cromwell Chase.

12. Commissioners' Comments:

a. Zoning Regulations Committee Report

Mrs. Kelly commented and thanked everyone for help with the project. Mrs. Kelly is awaiting everyone's comments related to the Business Park zone.

b. Chairman Demetriades discussed the POCD and discussed his concern with an area along Rte. 372 and concern for its development. Mr. Demetriades did not think it was appropriate for business. The Commission discussed how this area has been a mixture for a while and is an area of concern.

13. Approval of Minutes:

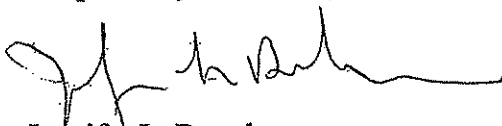
a. June 1, 2010

Motion was made by Joseph Garafalo, **seconded** by Douglas Sienna to approve the minutes of June 1, 2010. All were in Favor. *Motion Passed.*

14. Adjourn

The meeting adjourned by general consent at 10:06 pm.

Respectfully submitted,



Jennifer L. Donohue
Clerk

TOWN OF CROMWELL
ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting
7:00 P.M. Thursday June 17, 2010
Room 224 Cromwell Town Hall



RECEIVED FOR FILING
6-21 2010 at 1:32 P.M.
TOWN CLERK'S OFFICE
CROMWELL, CONN.

MINUTES

Jean Oulguist Asst.
TOWN CLERK

PRESENT: Robert Jahn, Merrie Buchsbaum, Mertie Terry, Joe Fazekas and Alternate Stan Stachura

ABSENT: Chairman Richard Nobile

ALSO PRESENT: EDC Coordinator Anthony Price

1. **Call to Order:** Mr. Jahn called the meeting to order at 7:01pm
2. **Roll Call/Seating of Alternates:** A motion was made by Mr. Fazekas and seconded by Mrs. Terry to seat Alternate Stan Stachura and was *unanimously approved. Motion passed.*
3. **Approval of Agenda:** The agenda was approved by general consent.

4. **Public Comments:**

Peter Keithan, 20 Irongate Lane, asked when the dates are for registering for the First Tee. Mr. Keithan asked if the EDC will have a booth at the event. Mr. Price responded that there will be a booth from Monday through Sunday and that he is in charge of it and that information regarding the First Tee can be obtained by calling the local organization.

Jay Polke, 15 Harrison Drive, stated that the P&Z zoning subcommittee met on Monday night and that because additional information was provided to them, they have decided not to change the regulations regarding alcohol permitting and zoning along a section of Main Street. Mr. Polke stated that four years ago there were about six commercial vacancies and there are now about sixty and suggested that the commission might be interested in tracking businesses that have moved out to try and figure out why they have left. Mr. Polke suggested that this type of information might be valuable to both the town and to businesses. Mr. Polke provided a book with information that he put together.

5. **New Business:**

a. ED Coordinator's Report:

Mr. Price reviewed his submitted report. Ms. Buchsbaum asked who will be updating the new website and how will businesses update their information. Mr. Price will be updating the site and there will be an email/phone number on the site to submit updates. Ms. Buchsbaum asked about the booth at the tournament. Mr. Price stated that the coupon book will be handed out and stated that in past experience people seem to just want to see if there is a freebie available and then move on to the course. Mr. Price stated that the commission will have to look at what to do next year. Mr. Fazekas suggested including some of the materials handed out on the broker's tour and

having promotional information available. Mr. Price stated that there are limitations on what can be handed out and displayed but he is open to suggestions. Mr. Stachura asked how many coupon books will be available and Mr. Price responded that there are 3,000 being printed and he is working with different groups to sell the books. Mr. Stachura stated that with the Hartford Colonials coming to town there will be an increase in people coming to town and that they could be handed out at Rentschler field and suggested printing up an additional 5,000. Mr. Stachura noticed that some of the coupons expire before fall and Mr. Price knows that they will expire as requested by the businesses but he will work to produce something for when the Colonials come to town. Ms. Buchsbaum stated that it was originally designed to boost business during the Tournament so that they would use the coupons and not just toss them. Mr. Jahn asked what the expiration date for the coupons is-Mr. Price stated that Chili's has no expiration date and others expire in a month but the majority will expire in August. Mr. Jahn asked about the parking during the breakfast meeting on Thursday and Mr. Price stated that because the Tournament donated so much, people will have to pay for parking. Mr. Jahn asked about the location of the booth and if the volunteers for the booth can enter without a problem. Mr. Price is looking for volunteers and will provide tickets to enter. Mr. Jahn talked about the new training center that will be built and the possibilities for an influx of more people.

b. Façade Program:

Mr. Price will be making presentations next month.

6. Stimulating Economic Development:

a. Marketing:

Mr. Price stated that the town needs to take a long term look at this item and that the EDC Coordinator should present a plan to the First Selectman and then the Board of Selectmen. The Coordinator should also provide updates on a regular basis. Mr. Jahn asked how much communication Mr. Price has had with the First Selectman and Mr. Price has been in touch with him. Ms. Buchsbaum would like an answer from the First Selectman about the promised RFQ and providing Mr. Price with more support to bring in more businesses. Ms. Buchsbaum would like the town to increase the amount of time the town allows for Mr. Price to provide his expertise. Mr. Jahn suggested that comments could be made during the next Board of Selectman meeting. Mr. Spotts stated that economic development is an agenda item for June 23, 2010.

7. **Old Business:** Mr. Price has asked Mr. Mazurek for information on these items but has not responded to emails that he has sent requesting information. Mr. Stachura suggested cc the First Selectman on this issue.

a. Northern Tier Industrial Development: None.

b. Main Street Revitalization Project:

Mr. Jahn stated at the green there has been a sidewalk installed and new grass has been planted. There hasn't been any change to Stocking Triangle.

c. Planning & Zoning Issues: None.

i. New Zoning Regulations:

Mr. Price stated that the Northern Tier zoning will remain as is as well as the suggested changes to alcohol zoning and Main Street. The final draft will most likely be presented in July and other meetings will follow. Farmland Preservation is working to preserve farms in Cromwell. A preservation strategy has been developed and will be presented to the Board of Selectmen. Mr. Price informed the commission that the DECD is working closer with other State departments and one is that the State is looking to towns to preserve their farmland.

Cobblestone Plaza is still under construction and the commission is still concerned about securing the wall and has withheld bonding money until it is completed.

d. Zoning Enforcement: None.

e. Stocking Triangle: None.

8. **Communications** (see attached P&Z Report; Zoning Enforcement Report; P&Z Minutes)
9. **Chairman's Comments/Commissioners' Comments:** Mr. Jahn spoke with Mr. Nobile about a few items. Mr. Nobile was not pleased that information regarding GKN was not kept quiet and spoke with the First Selectman about this. Mr. Nobile stated that Mr. Duffy resigned from the commission.

Ms. Buchsbaum asked if Mr. Price's plans for the next year could be coordinated with the commission so that plans can be moved forward. Mr. Price will submit a draft to the commission although he isn't sure where he will be in the next fiscal year. Mr. Price stated that a plan should be formulated on a regular basis. Mr. Jahn asked about the plan that he had submitted and handed out at the last meeting. Mr. Price stated that the plan will be mailed to the Board of Selectman and that some of the items have been accomplished and others are intended to be completed over time. Ms. Buchsbaum asked who would be printing the coupons and how much it will cost-the coupon books will be printed by Cromwell Printing and will cost about \$3,000.

Mrs. Terry asked about having signs welcoming businesses to town and Ms. Buchsbaum stated that the town has tried to do something like that before and the regulations don't allow for it. Mr. Fazekas suggested adding a rider to the 'Welcome to Cromwell' signs welcoming businesses and focusing on particular businesses each month.

Mr. Stachura asked about putting the coupons on the website. Mr. Price thought about doing that. Mr. Stachura suggested ways to increase hits to the website by including the

coupons. Mr. Stachura suggested that Mr. Price speak to Kathy Duncan about signs focusing on local organizations because there may be some signs already made.

10. **Approval of Minutes:** The minutes of the May 2010 meeting were not included.
11. **Good & Welfare:** None.
12. **Adjourn:** The meeting was adjourned by general consent at 8:05p.m.

Respectfully submitted,

Catherine Potter

Catherine Potter
Clerk

Town of Cromwell
Economic Development Commission
Thursday, June 17, 2010

Economic Development Coordinator – June Report

Breakfast Meeting

The next Town of Cromwell Developmental Services breakfast meeting is Thursday, June 24th at the Travelers Championship at 8:00 a.m.—these meetings are held quarterly. The first meeting was held on February 23, 2010 at the Town Hall. Anne Worcester will be the guest speaker for the June meeting. Anne is entering her thirteenth year as tournament director of Pilot Pen Tennis and sixth year as chief marketing officer of Market New Haven, Inc. Previously, Worcester served four years as CEO of the WTA Tour, the governing body of women's tennis, the world's preeminent sporting circuit for women. This meeting is sponsored by the Travelers Championship. The goal of the meetings is to make businesses, commercial real estate professionals, government officials, residents and all stakeholders full partners in economic development in Cromwell.

Town of Cromwell Coupon Book

The coupon book project has been a great opportunity to meet with small businesses in Cromwell. The purpose of the coupon book is to generate business by giving customers an incentive to support local businesses. Each meeting was a chance for the Economic Development Coordinator (Coordinator) to learn about the business and introduce the services available to help the business. Businesses were happy the Coordinator was helping them increase sales. During a slow economy, businesses must continue to market themselves. The coupon book is a vehicle to get customers to spend money, which is necessary to pay employees and local taxes. The message the Coordinator sends to each business is that the town values them and will do whatever is possible to help them flourish in Cromwell.

A media file of the coupon book was delivered to Cromwell Printing; the coupon book will be ready next week for the 2010 Travelers Championship. After countless meetings, 40 businesses agreed to place coupons in the book. The 40 businesses represent hundreds of jobs in Cromwell and a considerable amount in taxes for the town. The Coordinator is working with the four hotels in town to help distribute the coupon book as well as other channels in town. The Travelers Championship donated free tickets to each business that placed a coupon in the book. Several pages in the book promote ExploreCromwell.com

New Website

ExploreCromwell.com is scheduled to debut in time for the Travelers Championship. The website will be a vehicle to promote business on an ongoing basis in Cromwell. A key feature of the website is a calendar. Businesses and organizations will have the opportunity to post events on the calendar, which will create one centralized location of what's going on in town. Walmart, the Travelers Championship and Family Eyecare & Contact Lens Center have agreed to provide financial support to the website.

Travelers Championship

The Travelers Championship is a tremendous asset for the town and a boost to the Greater Hartford economy. Many people arrive early and stay at the local hotels; eat at the restaurants; and buy goods and services. This is a major event and brings media coverage from all over the U.S. and the world. The challenge is to find creative and innovative ways to leverage this wonderful opportunity to introduce people to Cromwell. There are few towns the size of Cromwell throughout the country that host events of this magnitude. The coupon book is one small way to leverage this event. Visitors may purchase the coupon book for a suggested donation of \$2.00 with the goal of making a contribution to The First Tee Connecticut (www.thefirstteeconnecticut.org)—a number of Cromwell residents participate in this program.

Business Sold

The New England Athletic Club in Cromwell was sold in June. The Coordinator met with the new owner; he agreed to place a coupon in the coupon book. In addition, the Coordinator spoke to Al Waters about the sale of his business. Al mentioned that he has been in business over forty years. The Coordinator thanked him for his many years of success as a small business owner in Cromwell. The Coordinator will introduce himself to the new owner and offer assistance.

Grant

The Coordinator applied for a \$6,500 Social Media Consulting Grant from Connecticut Light & Power/Yankee Gas. This grant is designed to help communities develop a strategy to utilize the various social media such as Twitter, Facebook, Foursquare and the many others websites. Increasing, the Internet is the major tool to connect people and commerce.

Other

Craig Minor and the Coordinator gave a presentation at the Middlesex County Chamber of Commerce, Cromwell Division meeting in June sponsored by Arborio Corporation. The presentation was titled Economic Development: Doing the little things right for big results. This presentation focused on how the town has worked with businesses to help them grow. Larry McHugh, President of the MCCC, sent a thank-you letter to the Coordinator for the presentation.

The Coordinator is exploring ways to leverage the hotels in town to create more business for Cromwell. A meeting will be arranged between the hotels to look at ways to market the properties as a block of rooms to organizations.

The Coordinator has developed excellent relationships with the Travelers Championship, the Middlesex Chamber of Commerce and many small businesses throughout the town. He will continue to work with businesses to let them know the town cares and values their contribution to the community.

The Coordinator met with Gary Dayharsh to discuss his future plans for development opportunities in Cromwell. As a result of the meeting, several follow-up meetings will be arranged to explore new projects in town.