

RECEIVED FOR FILING
10/5 2017 at 1:25 P.M.
TOWN CLERK'S OFFICE
CROMWELL, CONN.

Gloria Prendergast
Asst. TOWN CLERK

TOWN OF CROMWELL
TOWN COUNCIL
SPECIAL MEETING
WEDNESDAY OCTOBER 4, 2017
7 p.m. TOWN HALL ROOM 224/5

MINUTES

Present: Mayor E. Faienza, Deputy Mayor R. Newton, S. Slade, F. Emanuele,
A. Waters, T. Tokarz

Absent: E. Widders

Also Present: Town Manager A. Salvatore, Director of Planning and Development/EDC
Coordinator S. Popper, Public and Press.

A. CALL TO ORDER

Mayor Faienza called the Special Meeting to order at 7:00 p.m.

Mayor Faienza called for a moment of silence in honor of the Las Vegas victims.

B. NEW BUSINESS

1. Discussion and possible action on whether to grant Tax Abatement to Arett Sales/
Scannell Properties, 120 County Line Drive.
Director of Planning and Development/EDC S. Popper presented the request.
Stuart introduced Daniel Madrigal, Development Manager, Scannell Properties. Mr.
Madrigal gave an overview of the proposed Cromwell project and other projects
that they have worked on.
Stuart introduced Cathy Schappert, Chief Financial Officer, Arett Sales. Ms.
Schappert gave an overview of the history of Arett Sales.
Both presentations are attached to the minutes.
Mayor Faienza gave the Councilors the opportunity to ask questions of Mr. Madrigal
and Ms. Schappert.
The consensus of the Council was to grant the Tax Abatement.

Motion made by A. Waters seconded by F. Emanuele and *unanimously carried*
to grant a 7 year, 100% tax abatement on 120 County Line Drive and authorize Town
Manager to sign the agreement.

The Council and EDC Members gave Arett Sales/Scannell Properties a warm welcome
to Cromwell.

2. Discussion and possible action on whether to authorize Town Manager to sign MOU between Town of Cromwell and Scannell Properties, LLC , County Line Drive.

Town Manager Salvatore presented the request.

A short discussion followed regarding the requested land swap between the Town of Cromwell and Scannell Properties.

The consensus of the Council was to approve and authorize the town manager to work out the details.

Motion made by R. Newton seconded by A. Waters and *unanimously carried* to authorize Town Manager to sign MOU between Town of Cromwell and Scannell Properties, LLC , County Line Drive to the satisfaction of the Town.

3. Discussion and action from Heather Polke for Children's Community Garden.

Mayor Faienza asked Heather and Jeff Polke to present the request.

Ms. Polke is looking for space for a Children's Community Garden. She had hoped to house the garden at Woodside Intermediate School but found that there isn't any water close by so it wouldn't work out. Ms. Polke requested a plot of land in the vicinity of the Community Garden approximately 20x80 for raised bed gardening. Liberty Bank made a generous donation to get the project going. The children would plant the crops and pick them. Some produce would be donated to the school cafeteria, some would be sold by the children at the Farmer's Market to provide start up funds for the next season and some would be donated to the Human Service Department.

A short discussion followed.

The consensus of the Council was to approve and that Ms. Polke workout the details with the Town Manager.

Motion made by S. Slade seconded by R. Newton and *unanimously carried* to approve the Children's Community Garden in the vicinity of the Cromwell Community Garden and work out the details with the Town Manager.

S. Slade thanked Ms. Polke for all the she does for the Town.

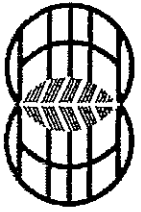
C. ADJOURN

Motion made by T. Tokarz seconded by F. Emanuele and *unanimously carried* to adjourn the Special Meeting at 8:06 p.m.

Respectfully submitted,

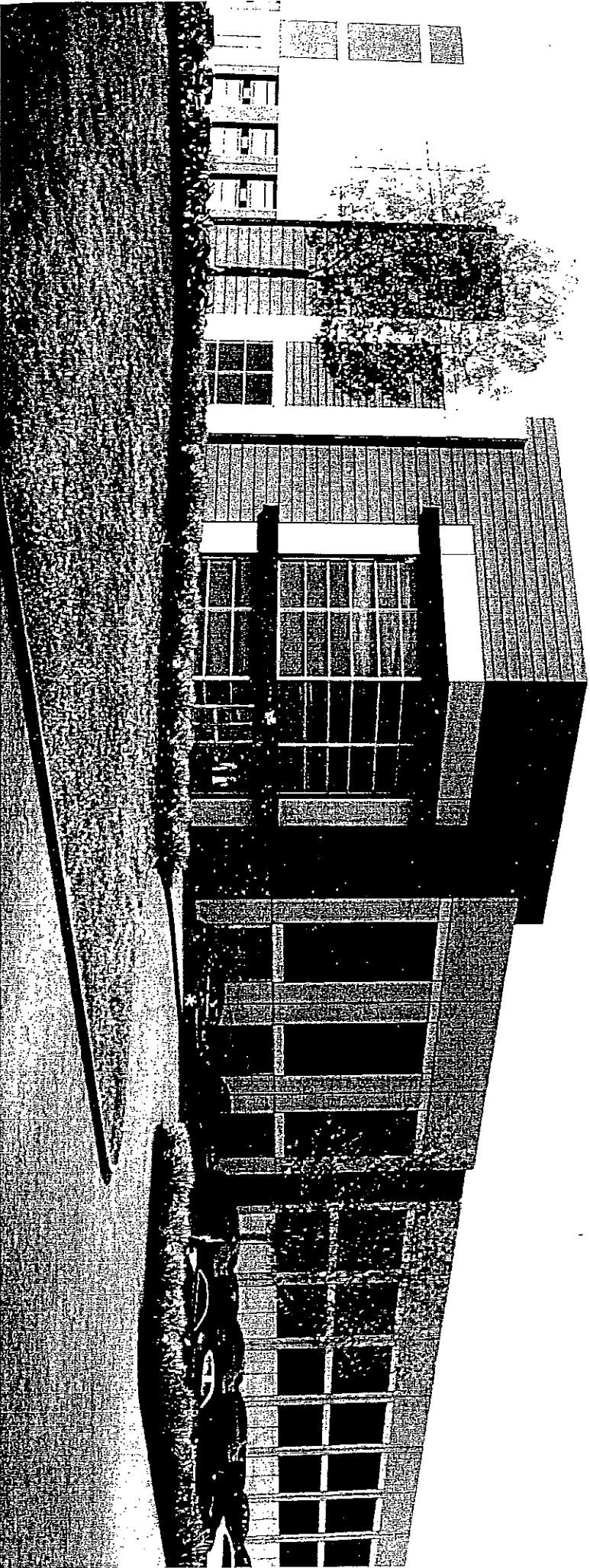


Re Matus
Secretary



ARCTT SALES

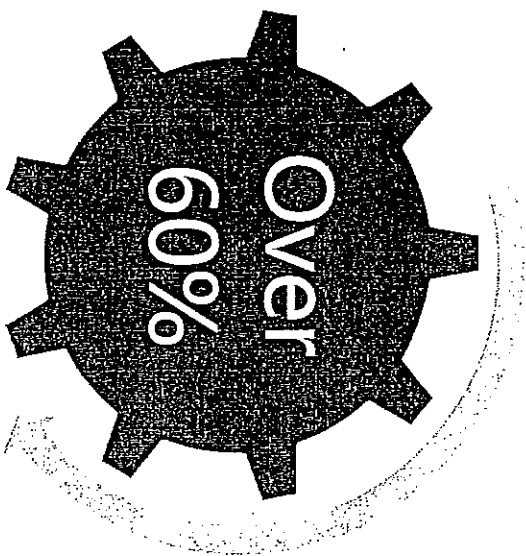
SCANNELL
PROPERTIES



SCANNELL PROPERTIES OVERVIEW

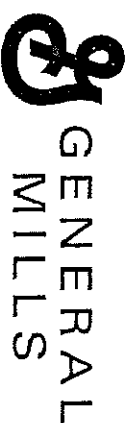
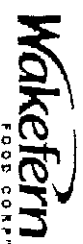
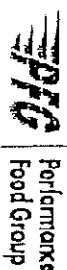
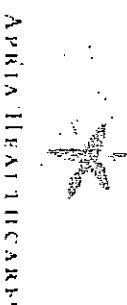
- Privately held development company established in 1990
- Headquartered in Indianapolis, IN with 6 regional offices in:
 - Washington D.C.
 - Chicago, IL
 - Denver, CO
 - Kansas City, MO
 - Minneapolis, MN
 - San Francisco, CA
- Completed projects in 46 states and in 3 Canadian provinces
- Developed over 8 million square feet of new product in 2015
- Developed over 10 million square feet in 2016 (over \$1 billion)

PROJECT EXPERIENCE

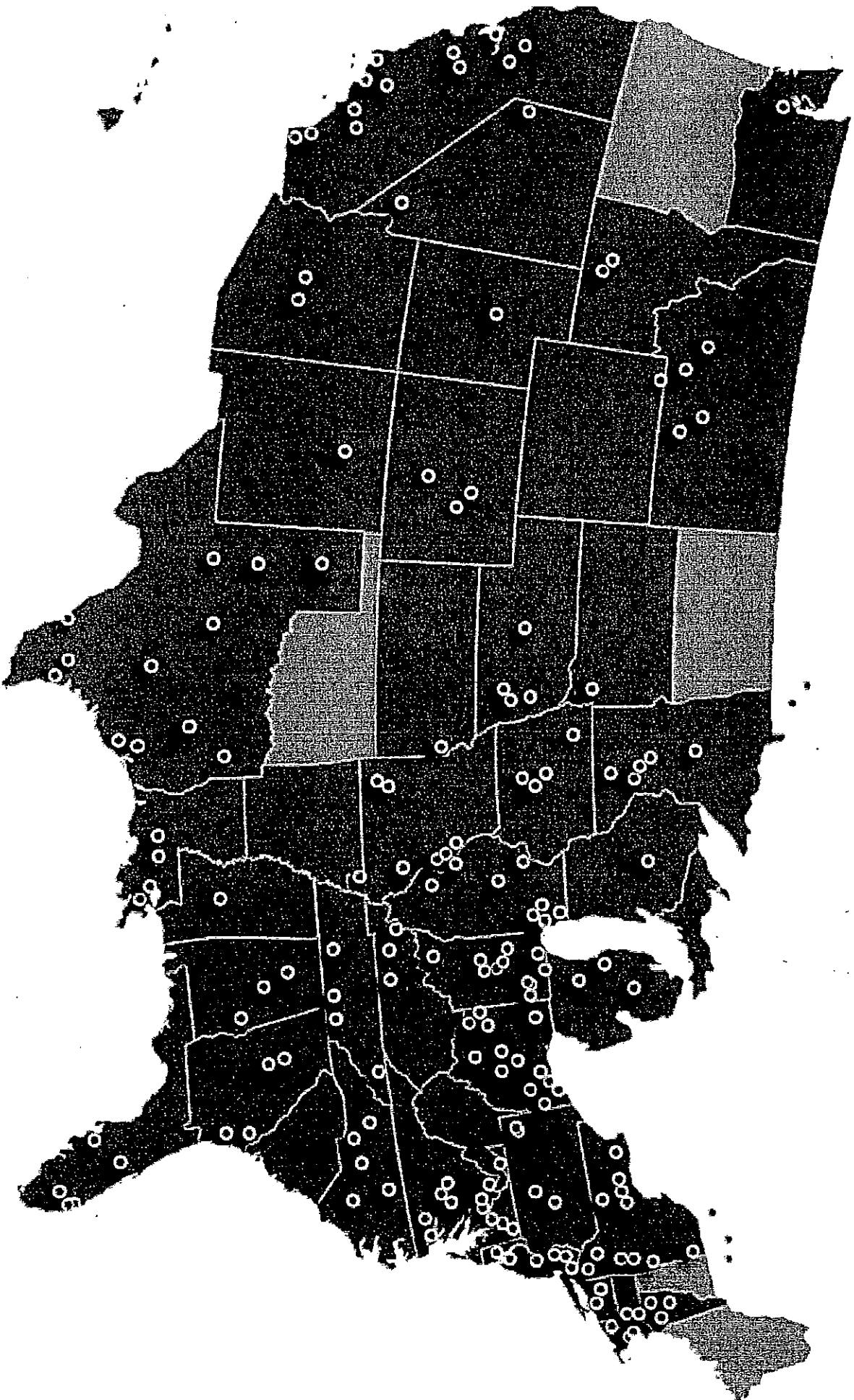


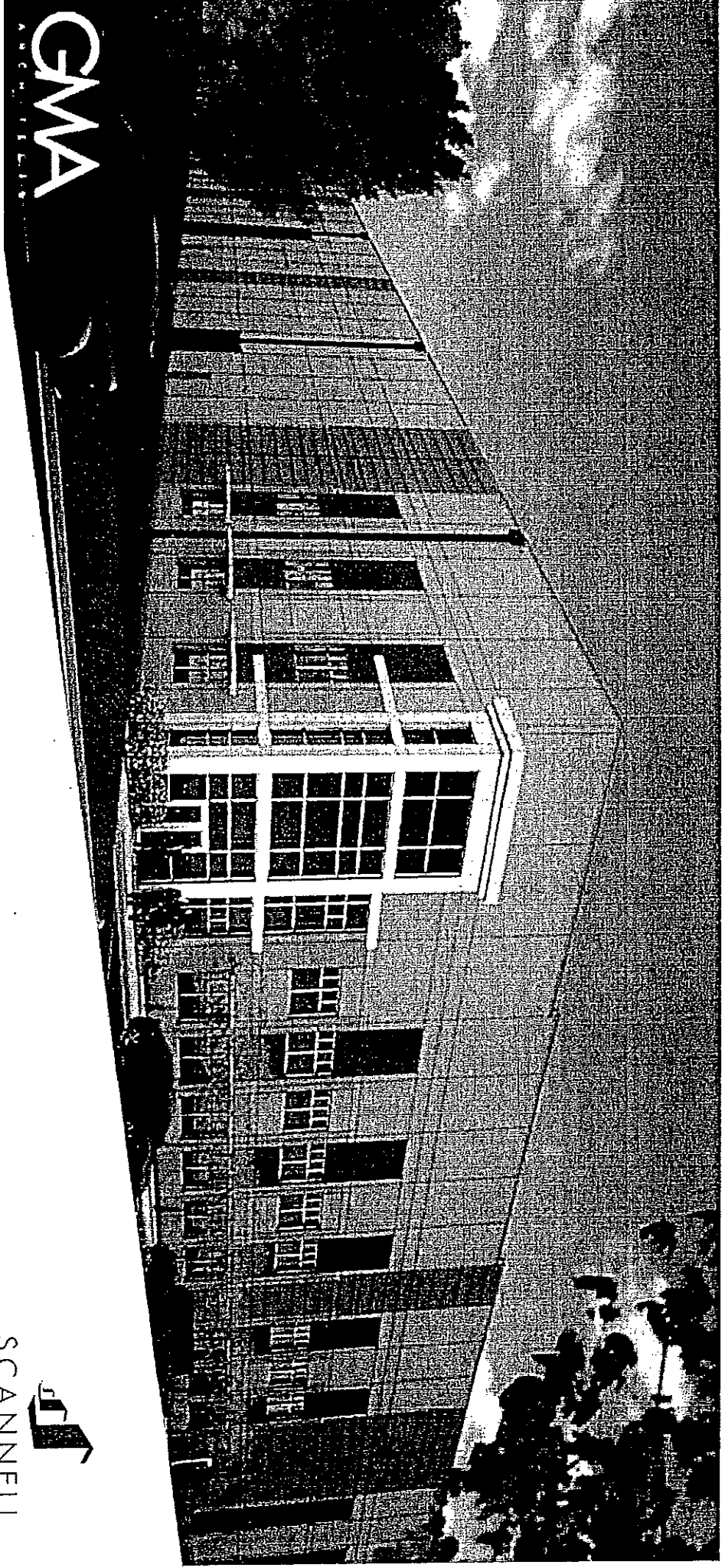
OVER 60% OF SCANNELL'S ANNUAL VOLUME IS A RESULT OF REPEAT BUSINESS FROM EXISTING CUSTOMERS.

62 MILLION SQUARE FEET DEVELOPED TO DATE, INCLUDING 10 MILLION IN THE LAST 12 MONTHS



Our Geographic Reach.....



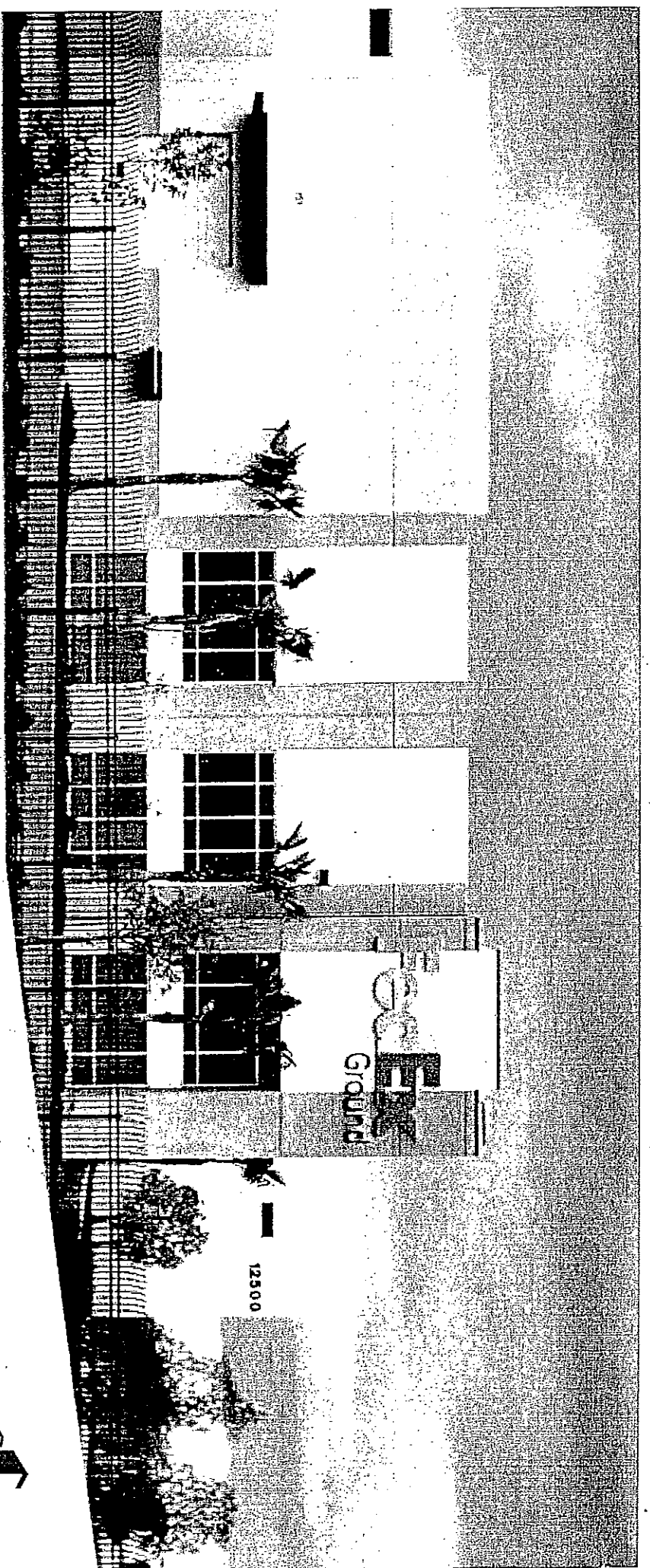


GMA

SCANNELL
PROPERTIES

Nestle Appleton, WI

- \$44 million
- 309,000 SF (231,000 SF Freezer Storage, 47,000 SF Cold Dock, 16,000 SF Dry Warehouse, 14,000 SF Office Space)
- Development Schedule: 10 months
- Estimated Completion: July 2017



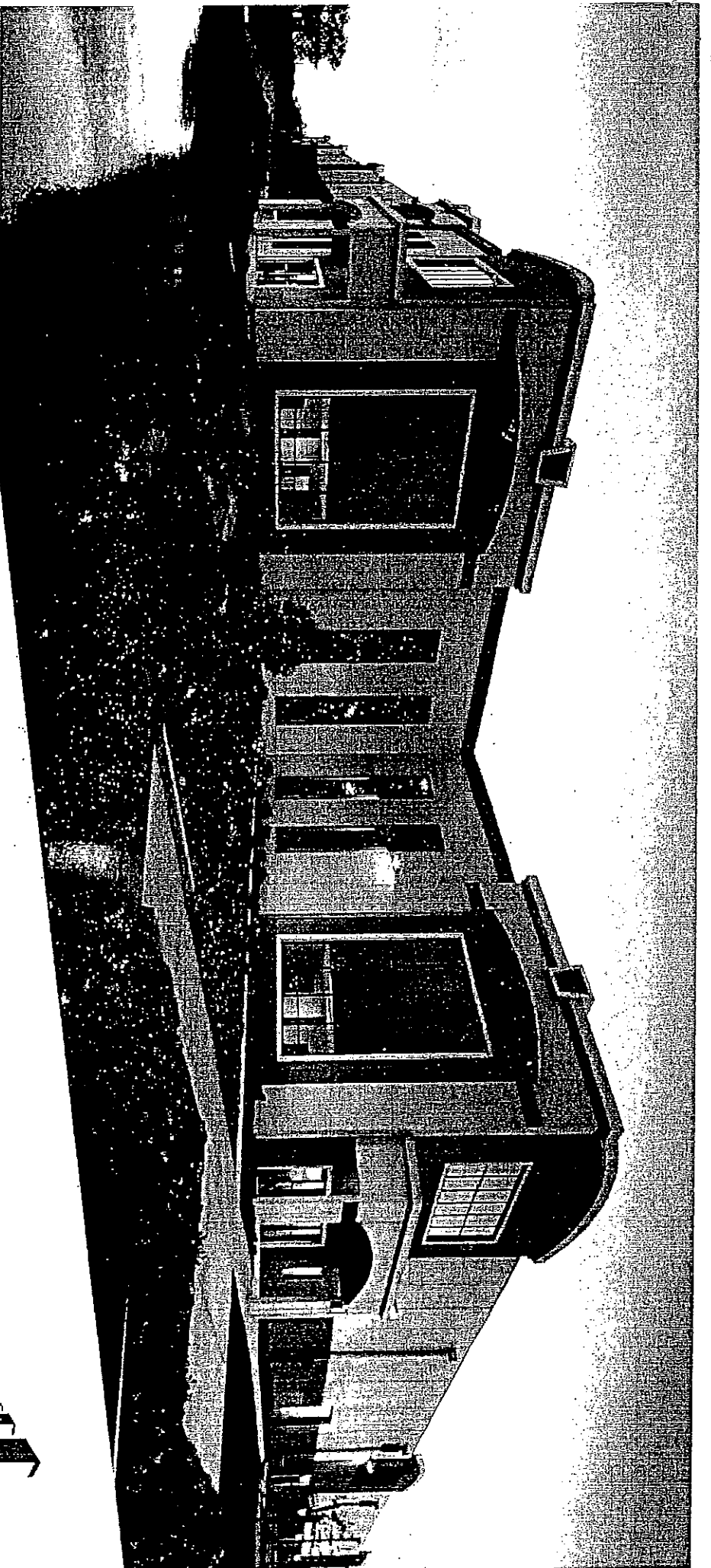
FedEx Ground

Burbank, CA

- \$65 million
- 281,711 SF
- Development Schedule: 18 months
- Completed: September 2012


SCANNELL
PROPERTIES





Kendall Jackson

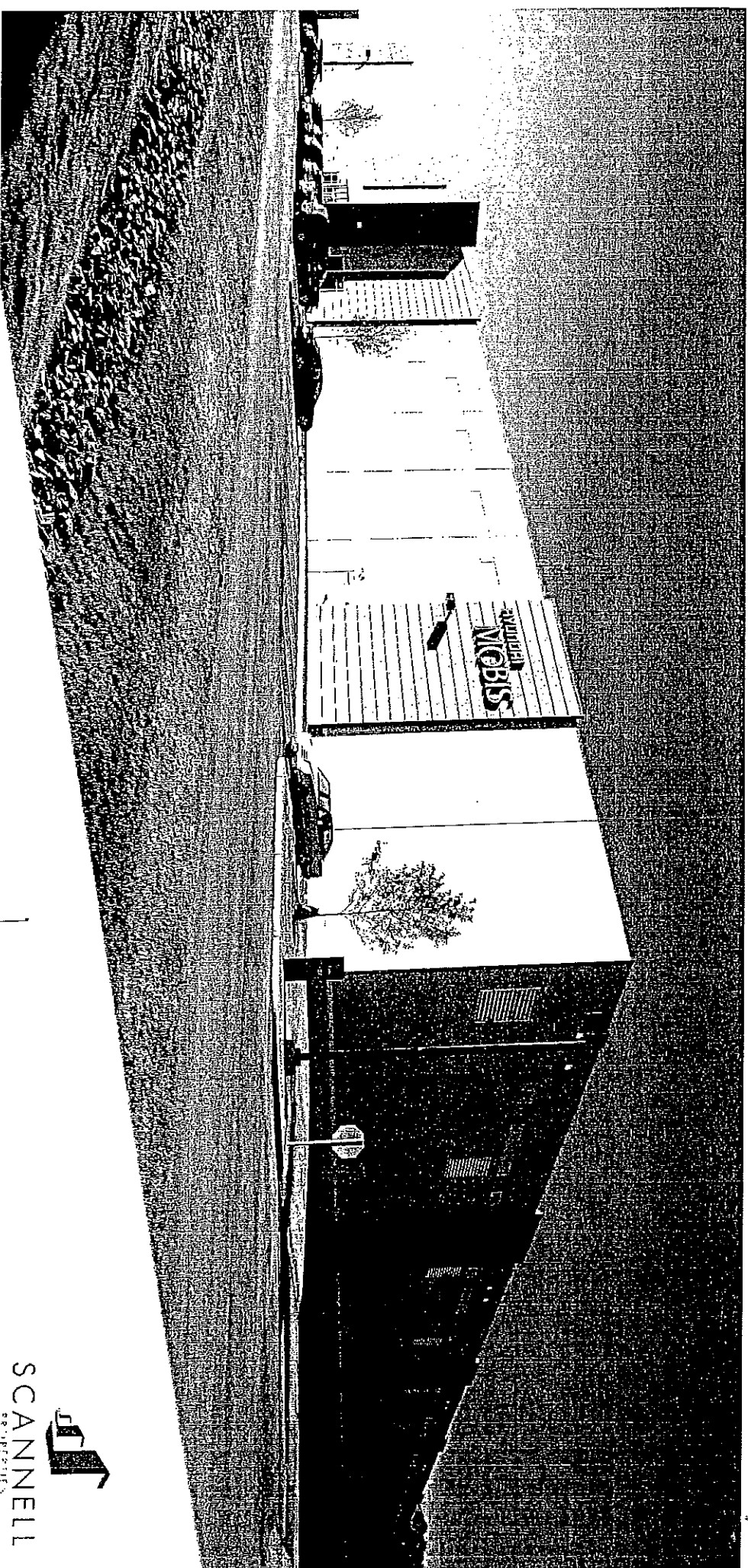
American Canyon, CA

- \$50 million
- 650,000 SF climate controlled warehouse facility
- Development Schedule: 22 months
- Completed: September 2009

Mobis Parts America

South Windsor, CT

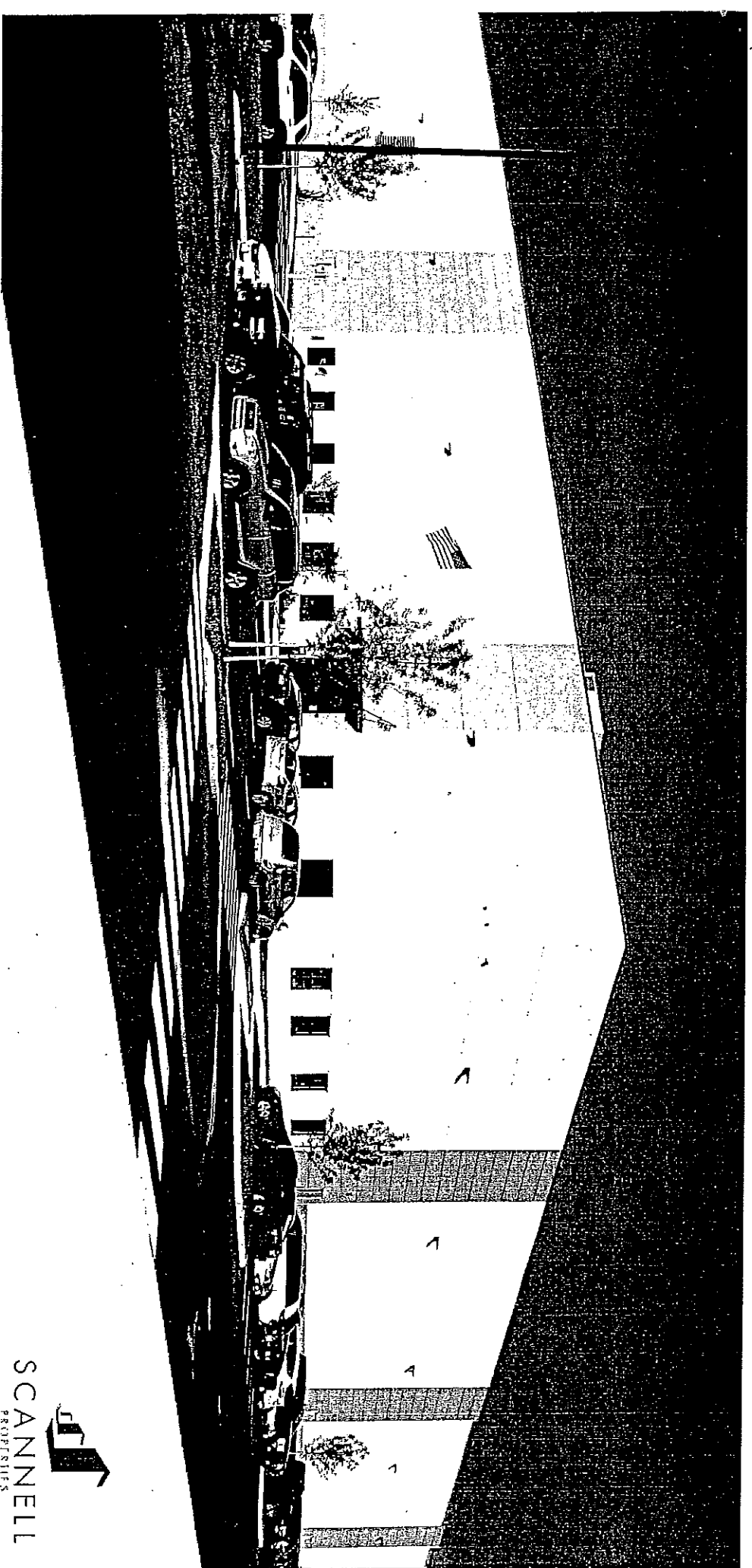
- \$20 million
- 292,000 SF (including 5,000 SF office space)
- Development Schedule: 10 months
- Completed: January 2016



Performance Food Group

South Windsor, CT

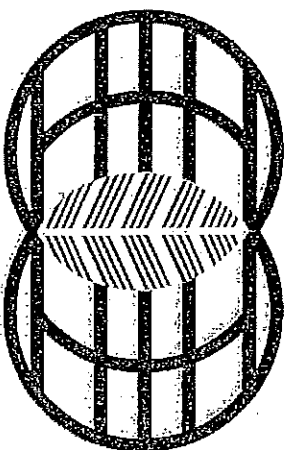
- \$16.5 million
- 167,763 SF (including 31,686 SF freezer/cold storage, 128,705 SF dry storage, 7,372 SF office space)
- Development Schedule: 11 months
- Completed: MAY 2016





SCANNELL
PROPERTIES

Building Solutions that Matter



ARETT SALES

*Premier Distributor of Lawn,
Garden, Home & Holiday Supplies*

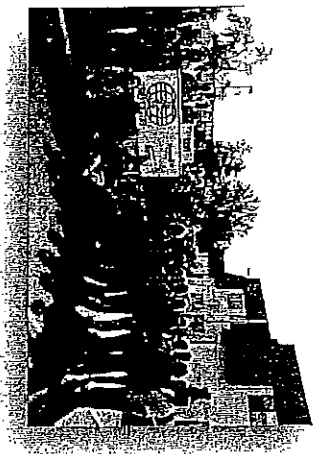
Agenda

The Leading Distributor of Lawn, Garden, Home & Holiday

- Who is Arett Sales?
- Arett's Product Offering
 - Lawn & Garden
 - Holiday
 - Cleaning
 - Advertising Services
- Arett Services
 - Product Introductions, Product Training & Store Support
 - 2 Step Distribution
 - Third Party Logistics
 - Online Fulfillment
 - National Logistics

Arett Sales

People & Services dedicated to Independent & Local Retailers



- Over 150 dedicated professionals
 - Avg. rep has over 20 years of industry experience
 - Industry leaders in Sales, Customer Service & Accounting
- Investing for future growth
 - New operating platform going live this fall
- Financially Healthy



Arett Sales

A one stop shop for Lawn, Garden, Outdoor Living Products

New Jersey Headquarters

9285 Commerce Highway
Pennsauken, NJ 08110
800-257-8220

Connecticut Warehouse

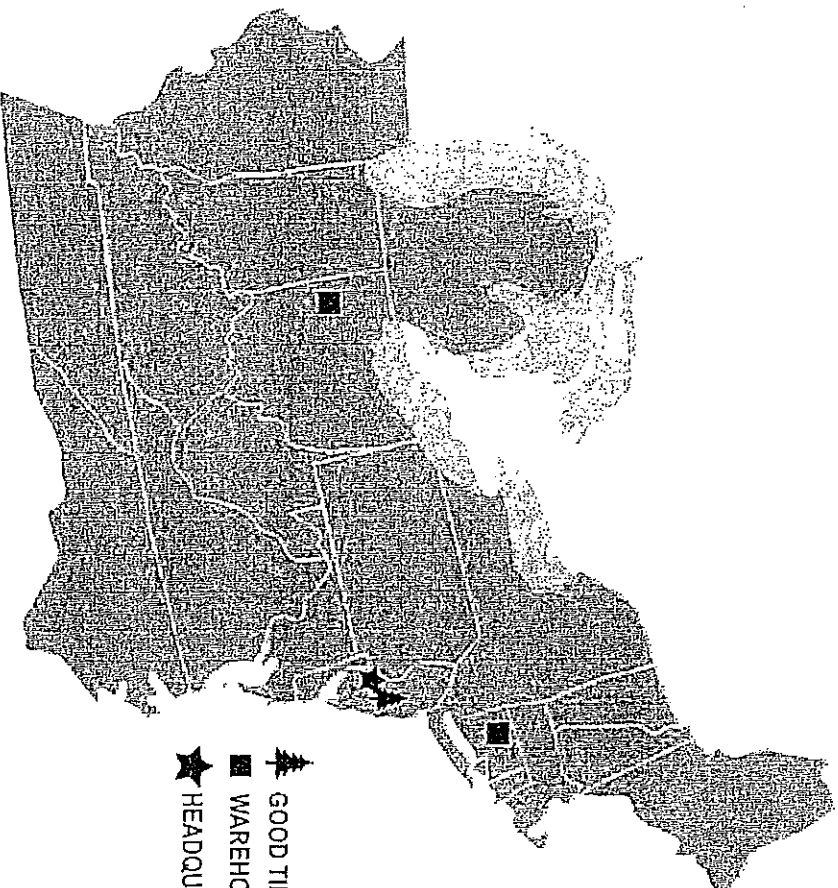
780 James P. Casey Rd, Suite 200
Bristol, CT 06010
860-583-9614

Ohio Warehouse

1261 Brukner Drive
Troy, OH 45373
937-552-2005

Good Tidings Showroom

225 Executive Drive, Suite 6
Moorestown, NJ 08057
800-288-9627

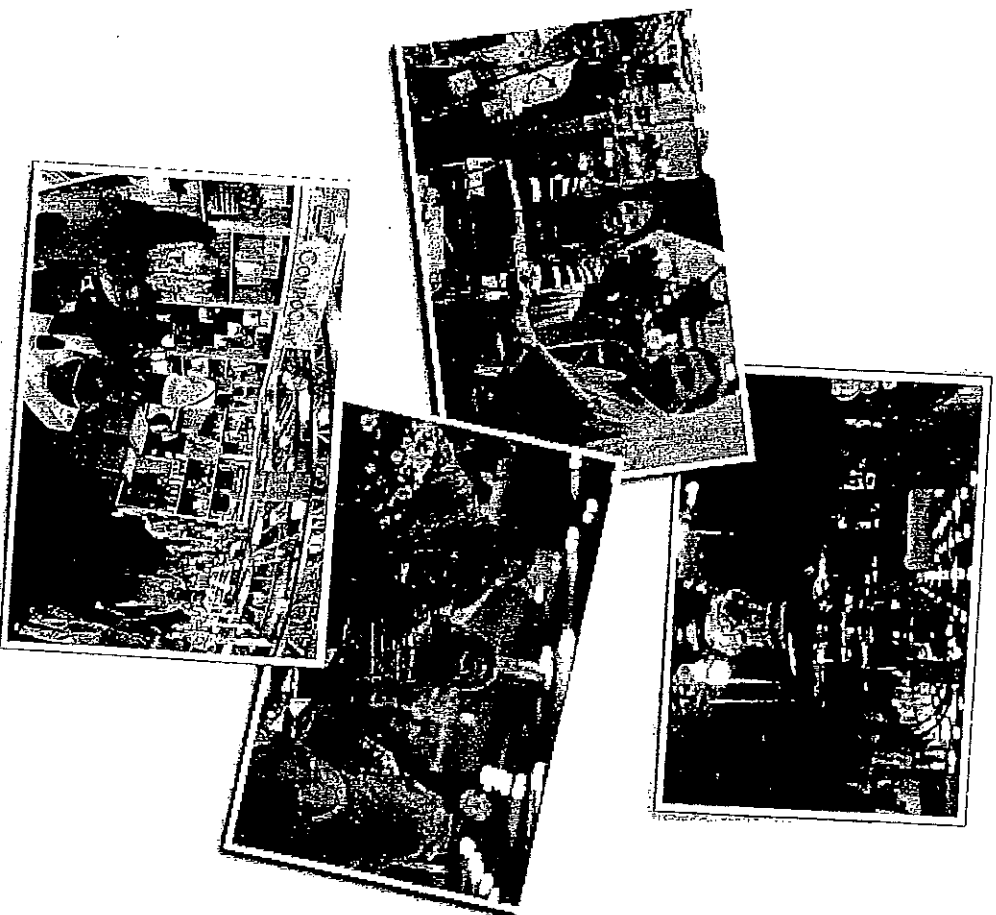


🌲 GOOD TIDINGS
■ WAREHOUSES
★ HEADQUARTERS

Arett Sales

A one stop shop for Lawn, Garden, Outdoor Living Products

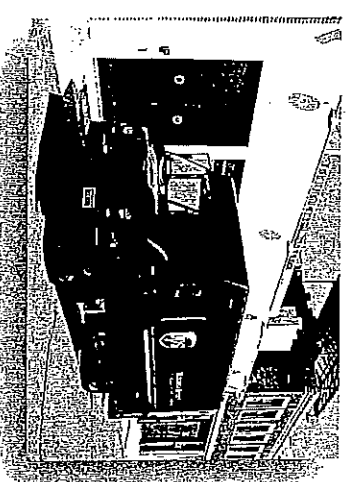
- Wide product assortment
 - 500+ manufacturer partners
 - \$20m+ of on-hand inventory
 - 6,500+ items in stock
 - 20,000+ drop ship items available
 - 60,000+ total item available
- Trade Shows
 - Regional selling trade shows to see and touch new and exciting products
- Sales Experts
 - 36 outside sales representatives calling on independent retailers daily
- Marketing Support
 - In-house advertising team to assist you in driving store traffic and sales



Arett Sales

Warehousing, Distribution & Customer Service Expertise

- 2 warehouse locations with over 650,000 sq. ft. in Bristol, CT & Troy, OH
- Next day shipping
- Daily deliveries
- Industry leading fill rates
- Online ordering and sales reporting
- Category & Product Experts
- Direct to store
- Direct to consumer



Full Service Distributor

Stocking Key and Niche Items for Independent Retailers – Garden Centers & Hardware Stores

GARDMAN

DRAMM®

LIQUID FENCE®
The Liquid Fence Company, Inc.

DeWitt
Down to Earth Protection

Wagner

ALFRESCO HOME

hudson.
The World Standard of Value

RUGG
Since 1842

BAYER
ADVANCED

mustgardens

Spectra-Guard

The Hill
Patting Company

HYDROFARM
— Horticultural Products —

Outdoor Living Made Easy

BLACKGOLD

ferti-lome®

Aquascape™

LEBANON

Esponia
SINCE 1929

BONIDE
TRUSTED SINCE 1925

ORIGIN POINT
FERTILIZERS

STOP DRUGS
STOP DRUGS

GARDENERS
GARDENERS

pond boss®

Scotts

LES
GLOVE

Lyric
Wild Bird Food

Terra Verde

WILT PRUF
WEED PROTECTION

Ecological Laboratories, INC.

MASSARELLI'S
MAKERS OF FINE STONE GARDEN ACCENTS

bluem

MORE BIRDS

MONTEREY

BOBBEX
Deer & Animal Repellents

AKRO-MILS
Lawn & Garden Products

KELKAY
NATURALLY DECATIVE

St. Gabriel ORGANICS

RESCUE!
Misting pool control granules

Good Tidings

TUBTRUGS

ORGANIC L. BOON STORIES

BOSS®

Novelty

Pine Tree Farms

PREX
Over 70 Years of Quality

SLAMMERS
WIRE PROTECTORS

Buffalo Loom
Outdoor Furniture

exhort
Happy homes, smiling gardens.

La Hacienda

Johnson
FAMILY COMPANY

Est. 1893

Precision

BROL & SANKS
THE WOOD-BEARD BIRD FEEDERS

Good Prod Sales

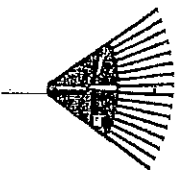
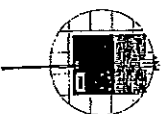
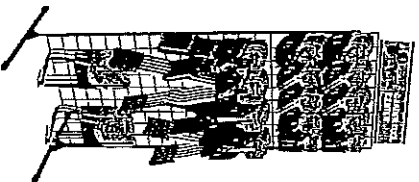
Pottery
NEW ENGLAND

The Hookery

Pharm Solutions Inc.

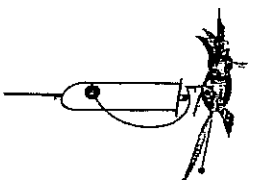
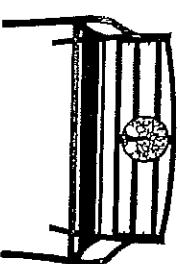
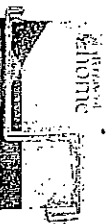
Full Service Distributor

Exclusive Quality Brands & Products to Drive Sales & Profits!



TerraVerde®

TerraVerde
Splash



TerraVerde
home

Over 1500 Cleaning items in stock, All major Brands

PHOENIX BRANDS
Quality Brands. Priced for Living.



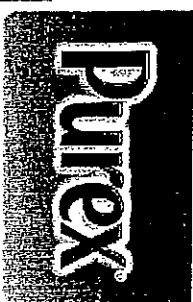
renuzit[®]



KABOOM[®] YOUR TUB, SHOWER, SINK, & TOILET.



... And it's clean.



COLGATE-PALMOLIVE

SPRAY NINE
CORPORATION

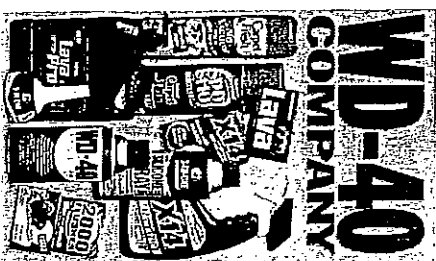


IRON OUT, INC.

NATURAL
MAGIC[®]



Johnson
A FAMILY COMPANY



Complete Line of Holiday Products

Exclusive Good Tidings Brand & Holiday Showroom



Light Sets



Replacement Bulbs



Window Candles



GE Lights



Electrical Supplies



Outdoor Decor



Trim &
Decorating Supplies



Fall Decor
& Halloween



Artificial Greens
& Trees



Theme Tree
Assortments



Tree Stands

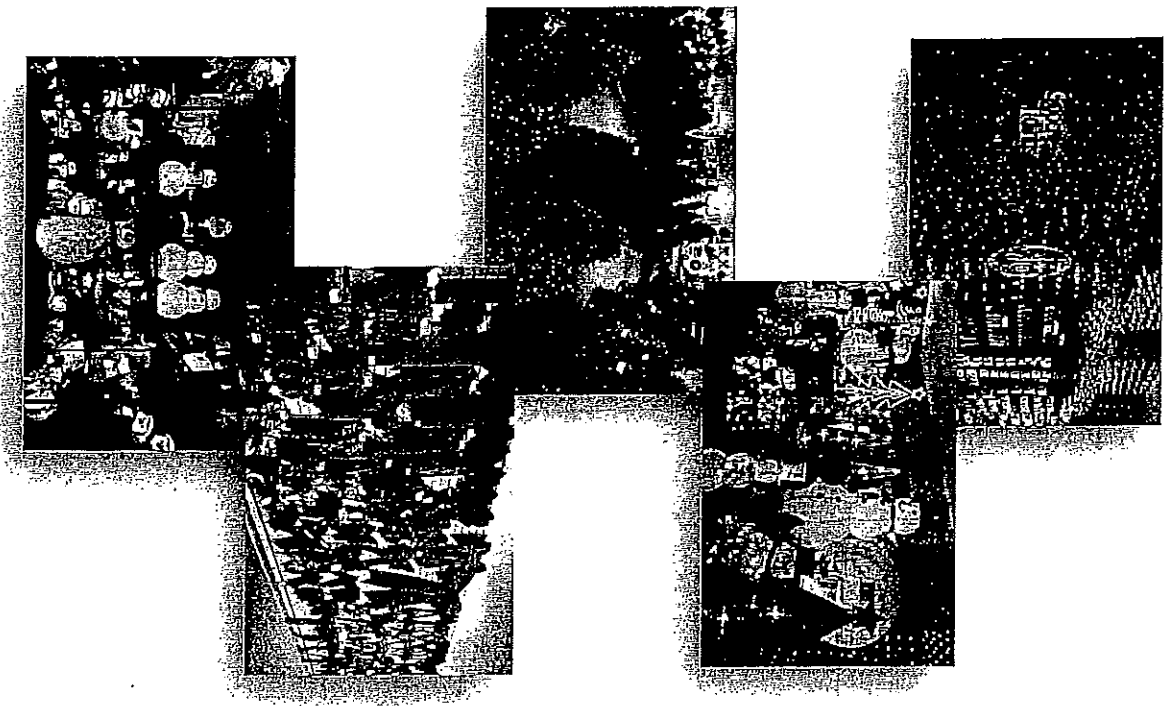


Indoor Decor

**Good
Tidings**

Good Tidings Showroom

Bigger, Better & Closer Than Ever!



- 12,000 sq. ft. showroom
- Professionally merchandised
- New themes updated every season
- New merchandising concepts
- Expanded Fall & Halloween Section
- Private meeting rooms
- Formal dining area with daily Lunch, Snacks & Refreshments
- Showroom only special deals

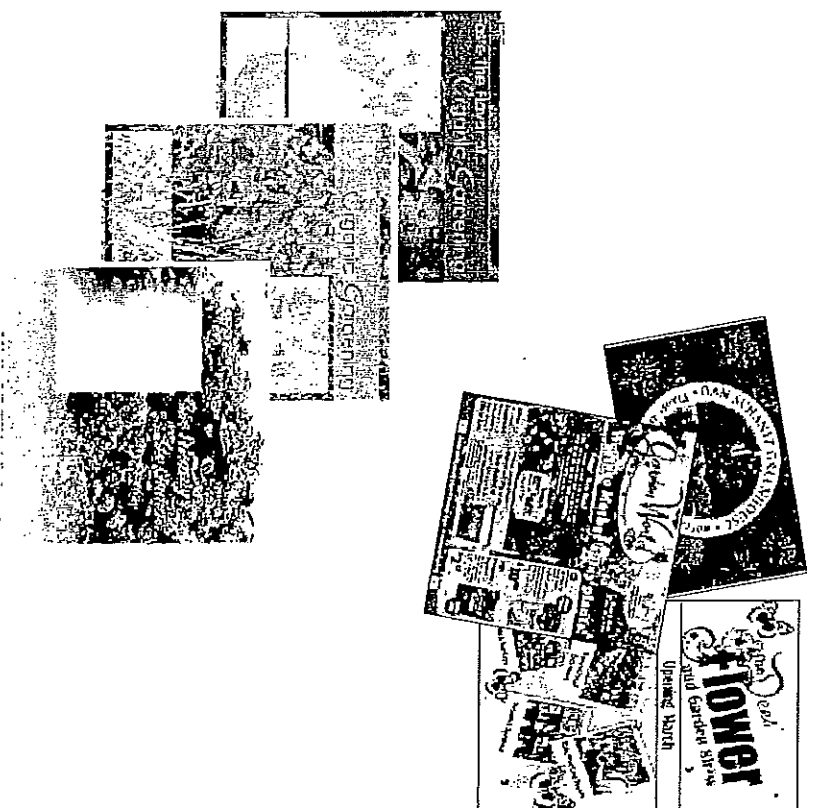
Greensmith

- Industries ONLY in-house advertising agency
- Hundreds of custom page designs created to express the expertise, appeal and beauty of an independent garden center
- Pre-set formats available at lower cost
- Distribution and fulfillment help also available!
- Interactive Advertising
 - Garden Center Videos
 - "How To" Videos (coming soon)
- Experts in:
 - Circulars
 - Brochures
 - Super Sheets
 - Postcards
 - Signage
 - Newsletters
 - Coupons
 - Loyalty Cards
 - Gift Cards
 - Billboards
 - P.O.P.
 - Web Pages
 - Bonus Bucks
 - Calendars
 - Newspapers Ads
 - Internet Ads
 - eNewsletters
 - eBlasts
 - Website Copy



Greensmith

create ♦ inspire ♦ grow



Arett Open House

NEW DIZ
REWARDS

Show On!n
DOORBUSTERS



ARETT SALES
OPEN HOUSE
Take Flight | SEPTEMBER 10 11 12

POWER
ALLEY

WILD
CARD

15%



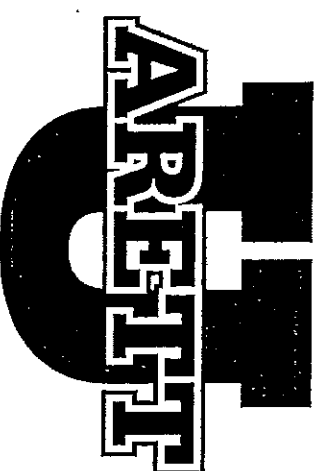
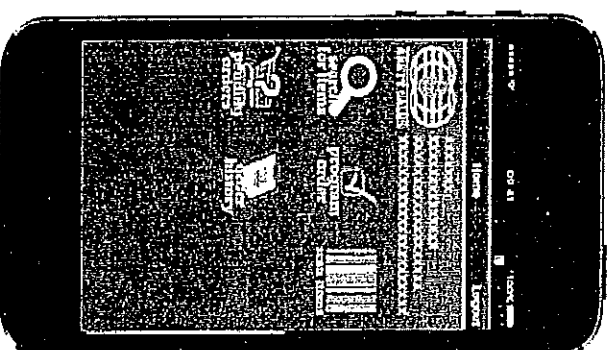
Digital Marketing

Product information & ordering at fingertips of your retail employee



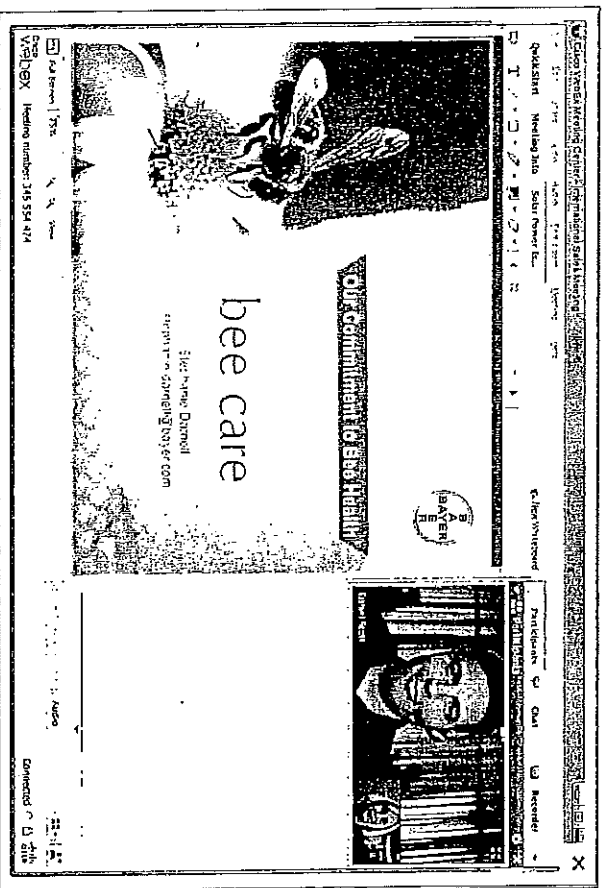
ARETT SALES **VIRTUAL**
OPEN HOUSE

- Season Online Deals
- Watch manufacturer presentations
- Place orders online
- Check inventory



Arett Training & Support – Arett U Virtual Seminars

- 25 – 30 minute live presentations
- Recorded presentations to be viewed online later
- Live interaction with presenter
- www.aretu.com/latestnews



Arett U Virtual Seminars

Arett U Virtual Seminars provide you access to presentations from top manufacturers and industry professionals from the comfort of your home and/or office. Simply log on to watch a live 30 minute presentation on a variety of topics. Below you will find an up to date schedule of the Arett U Virtual Seminars. To register, select the register button next to the seminars that interests you. Please be sure to check back often, as we are constantly looking to add virtual seminars. Interested in a specific topic, please send email to rdmchubb@aretu.com.

2016 Arett U Virtual Seminars

Date	Manufacturer	Presenter	Topic	Register
1/23/2016	Bayor CropScience LP	Stephanie Darnell	Bee Wise	
2/5/2016	Espoma Co	John Hanson	Espoma Organic Liquid Plant Foods	
2/10/2016	Lebanon Seaboard Corp	Mark Griffin	Greenview Fertilizers	
2/12/2016	Jonathan Green	Mark Atolia	The New American Lawn: Feed Your Lawn AND YOUR SOIL	
2/17/2016	Scotts Company	Stephanie Darnell	Seeding And Fertilizer	
2/19/2016	Good Tidings	Dave Moran	Good Tidings Holiday Decor	
2/24/2016	Dr. Earth	Melody Funk	Our Differences Set Us Apart	
2/26/2016	Banide Products, Inc	Jim Woods	Garden Natural Collection	
3/2/2016	Sun Gro Horticulture	Greg Koleska / Jay Polack	For Customers Who Demand Quality: Are You Growing Rocks – Every Time!	
3/4/2016	Woodstream Corp	Malory Spisak	Battle Of The Bugs	

Arett Sales Customized Service

- Warehousing
 - Consolidation of products
 - No Manufacturer Minimums
 - Container break down and cross docking
 - Reduce retailer on-hand inventory
- Light & Custom Display Building
 - Reduced store labor
 - Improved store merchandising
- Cost Effective Shipping & Order Fulfillment
 - Improve store "in-stock" position
- Customer Service
 - Corporate and retail stores have access to personalized service
- Customized Reporting
- Premium Service Levels
 - 98%+ fill rate & 100% on time delivery
 - 24-72 hour delivery after order receipt



2 Step Distribution

- National Wholesale: Weekly deliveries of cleaning, lawn, garden and holiday products
- Auto Channel: Take in 75 Truckloads per year of Proctor & Gamble
 - AutoZone, Advanced Auto, O'Reilly's Auto, NAPA Auto, NAPA Canada, PEP Boys & Regional Carwash Distributors
- Home Depot: Take in 20-25 trucks per year of Rickett Benckiser for weekly deliveries to Manhattan Stores
- Barnes & Nobles and Non-Traditional Customers: Take in 10-12 Truckloads per year of Duracell Batteries
- Sears Hardware: Full truckload deliveries store direct on mix of lawn and garden products

Third Party Logistics (3PL)

- Colgate Palmolive: Take in 90 Truckloads per year. Distribute to ACE Hardware, Home Depot, Lowes, Tractor Supply, and National Wholesale Liquidators
- Doctor Earth: Take in 200 Truckloads, Ship Home Depot nationally
- World Source Partners: Take in 200 Containers from China, 3PL distribute to 18 Distributors / National Accounts
- VPG Group: Take in 12 Truckloads per year, Ship to Ace Hardware, True Value, and Do it Best
- Costello's ACE Hardware (29 stores): Take in 5 Containers of China product in Patio/Furniture, and deliver store direct throughout the Spring, Summer & Fall months

Arett Fulfillment Program

Arett Makes It Easy to Sell Online!

- 1,300+ items available through Arett Fulfillment Program
- Access to complete item marketing information
- Daily Inventory File via Arett FTP site
- Daily "in stock" and "out of stock" email notification
- 24-36 hour order processing and shipping
- Daily Advanced Shipment Notification
- Custom Reporting



Arett Fulfillment Case Study: Lowes.com & Weber

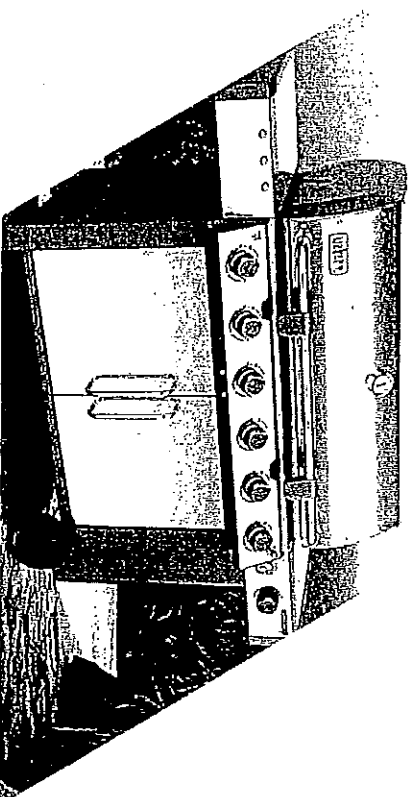
- Lowes.com started shipping Weber direct to consumer in 2017
- Direct to consumer shipments (vs. store pick up) continue to grow each month
- Arett offers standard delivery or white glove service
- Ability to sell entire line of product without stocking each SKU



Introducing Genesis II and Genesis II LX Gas Grills

Burners are sized for any lifestyle and the exclusive, high performance grilling system cooks food to perfection every time.

SHOP GENESIS II NOW

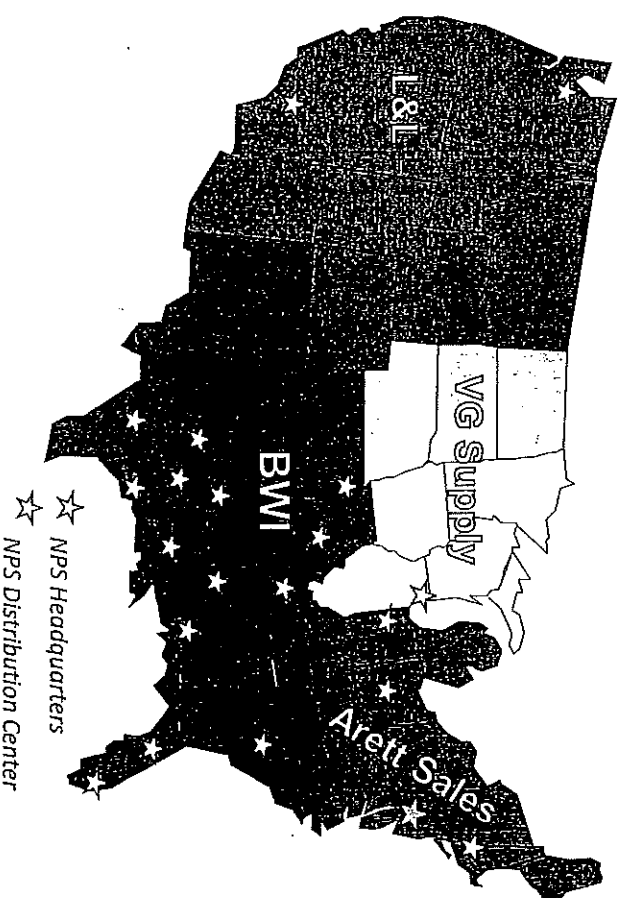


National Prime Source

NATIONAL STRENGTH WITH REGIONAL FOCUS

NPS Experience & Infrastructure

- 21 Distribution Center Locations Nationwide
- 3,250,000 sq. ft. of Modern Distribution Space
- All Centers are RF Equipped for Shipping and Receiving
- 1,000+ employees
- Over 180 sales professional
- Total sales over \$800,000,000



**NATIONAL
PRIMESOURCE**

Providing Distribution Solutions to all Retail Channels!

Home Centers



Hardware



Farm & Fleet



Garden Centers



Mass Merchants



Food & Drug



Specialty



Automotive



Online Retailers

