



**TOWN OF MADISON
CONNECTICUT 06443
ECONOMIC DEVELOPMENT COMMISSION**

Draft

Minutes of the regular meeting of the Economic Development Commission held on March 10, 2016, 7:30 p.m. at Madison Town Campus.

Present: Commissioners Ryan Duques, Jim Ball, Lisa Miksis, Ed Pellegrino, Chris Weiller

Also present: Tom Banisch, First Selectman; Mark Casparino, Board of Finance; Dave Anderson, Town Planner; Dave Rackey, Eric Hill, Jerry Davis, members of the public

1. Approval of minutes of regular meeting, February 11, 2016. On motion made by Mr. Pellegrino, and seconded by Mr. Weiler, the Commission voted unanimously to approve the minutes of the regular meeting of February 11, 2016 as submitted.
2. Public Comment. There were no public comments.
3. Website Update. Mr. Duques noted that Jan Nelson will not be continuing as the EDC web site facilitator although she would continue to assist with updates. She recommended that the Commission look at connecting with the Town website while still maintaining the EDC domain name. Mr. Anderson agreed to work with Mr. Duques and Mr. Sickle for a smooth transition of the website.
4. Venue Management Update. Mr. Duques noted that Anne Foley had arranged for Maggie Bascom and Katie Mamula of Slainte Event Planning and Design to attend the meeting to give an update presentation on their services and to discuss if they can provide venue related services to the Town.

Ms. Bascom noted that their business has undergone some changes recently with their focus on wedding planning so they are very interested in managing weddings at the Surf Club. Under their proposal they would provide full service wedding planning for their clients and arrange for use of the Surf Club for a venue fee that would go to the Town.

Ryan Duques, Chairman
Jim Ball – Vice Chair
Anne Foley – Secretary
Chris Weiler

Ed Pellegrino
Eric Perrelli
Lisa Miksis

Ms. Mamula and Ms. Bascom provided the Commission members with a copy of a “Mock Wedding Proposal” for a wedding event they would offer to their clients which would include use of the Surf Club. They would propose use of Fridays, Saturdays and Sundays from April through October with no daytime rentals between July 1 and August 31 to not interfere with beach use by the general public. They would offer an event time slot of Noon – 11:00 p.m. and would recommend a venue fee of \$1,425 for residents and \$3,500 for the club house for non-residents and \$4,200 for non-residents for the deck, tent and clubhouse. She is confident that there would be many non-residents who would be interested in renting the surf club to be able to have a beach wedding and it would be a good revenue producing option for the Town.

Mr. Duques recommended that a sub-group be formed with representatives from the Economic Development Commission and Beach and Recreation Commission to discuss the options being presented by Slainte Event Planning. Ms. Bascom noted that timing of a decision is very important because people are already contacting them for planning for weddings for 2017.

Mr. Banisch noted that focusing on evening wedding events as an option should serve to address and resolve some of the concerns that had been previously raised regarding an increase in use for events interfering with use of the beach for the general public. Mr. Banisch will contact the Beach and Recreation Department to discuss their involvement in the discussion on this topic.

5. Madison Center Project update. Mr. Duques noted that construction on Phase 2 of the Madison Center Project is scheduled to begin again on Monday. On Friday there will be a walk-around with Mr. Ott to review the site. Throughout the work updates will be sent out on specific activities and on-going progress. The public meeting to discuss the upcoming work was very successful and many good questions were addressed. The primary concerns were related to the impact of the barriers on parking so the contractor will be asked to minimize parking disruption where possible. They now have experience with completing the other side so hopefully this year’s work will move along quickly.

Mr. Davis commented that he was disappointed that the project had been broken into two stages since this has stretched out the disruption of the gateway to Madison into two years. He also believes that it was not a good idea to push the most valuable part of the project into Phase 2.

6. Discussion and action on advertising proposal. Mr. Duques noted that, with the start-up of the Town Center Project, there is a proposal for an advertising campaign with the Source to provide information on parking and the specific work being done as the project moves forward and let people know that Madison remains open for business during the construction period. The ad would be co-sponsored with the Chamber of Commerce and would cost the EDC \$582.00 for a 3 – 4 week campaign. There is \$2,200

Ryan Duques, Chairman
Jim Ball – Vice Chair
Anne Foley – Secretary
Chris Weiler

Ed Pellegrino
Eric Perrelli
Lisa Miksis

available for advertising in the budget and he believes this would be a good use of a portion of these funds with a balance remaining if something comes up for the balance of the fiscal year.

On motion made by Mr. Weiler, and seconded by Mr. Ball, the Commission voted unanimously to approve the expenditure of up to \$600.00 from the EDC Advertising budget for an advertising campaign regarding the Town Center Project in The Source for a three – four week period.

7. Discussion on a Downtown Development District. Mr. Duques noted the Town has started to develop a model for a Downtown Development District with the establishment of a smaller version to facilitate sidewalk maintenance and snow and trash removal. This model could be helpful in efforts to form a district to look at waste water disposal in the future. He noted that any effort to provide a waste water system will be very expensive but downtown property owners will experience benefits as well as the Town as a whole. He introduced David Rackey who provided information on his background in management and noted that he would like to assist with this project.

Mr. Duques recommended that a sub-committee be formed to investigate options for a Downtown Development District. Mr. Pellegrino and Mr. Ball agreed to work with Mr. Anderson and Mr. Rackey to facilitate the sub-committee. The Commission members agreed the sub-Committee should also include some downtown property owners. The sub-Committee will help to evaluate the different options to form a District, make a presentation to the affect property owners and then make a recommendation for implementation. Mr. Hill noted that he would like to be involved. He commented that he believes it is important to get key people who want to be involved together for a discussion to gain input.

On motion made by Mr. Ball, and seconded by Mr. Pellegrino, the Commission voted unanimously to form a Downtown Development District sub-Committee to begin the work of evaluating options to form a District, develop a presentation for property owners and develop a recommendation for implementation.

Mr. Anderson noted that the Town has applied for a grant for a study for downtown waste water disposal.

8. Planning and Zoning Report. Mr. Anderson reported on the following:

- The annual plan for Bauer Farm was updated

9. BOF Report. Mr. Casparino noted that the EDC budget will be moved forward in the recommended town budget as submitted.

Ryan Duques, Chairman
Jim Ball – Vice Chair
Anne Foley – Secretary
Chris Weiler

Ed Pellegrino
Eric Perrelli
Lisa Miksis

10. BOS Report. Mr. Banisch reported on a Council of Government sub-Committee that will be making recommendations for determining spending of available funding. Madison will be receiving funding for a paid summer intern position for the GIS mapping project.

11. Old business. Mr. Duques noted that he, Ms. Miksis and Mr. Anderson worked on a proposal for a marketing plan utilizing funds in the balance of the budget. They discussed the idea of putting out an RFP to contract with an agency to help determine the best target for a marketing campaign over a 12 month period starting in May. The proposal should also include a recommendation for how to track the success of the campaign. Ms. Miksis has agreed to head this project but she will need assistance from another Commission member. The goal is to target recruiters and re-locators with material and information about the Town from the Board of Selectmen and Board of Education. Encouraging people to come to Madison will help keep the housing market viable.

Mr. Pellegrino reminded the Commission members about the South Central Economic Summit being organized by Ted Kennedy and the Chamber of Commerce to be held on March 28 at 5:00 at the Stony Creek Brewery. Topics to be discussed include development, the cost of doing business in Connecticut and a discussion on infrastructure. He encouraged Commission members to attend to represent Madison.

12. New business. Mr. Duques advised the Commission members of Connecticut Tourism Day to be held on April 27 in Hartford to include an in-depth discussion on tourism and its impact on Connecticut cities and towns. He asked members to let Mr. Anderson know if they are interested in attending this event.

13. Adjournment. On motion made by Ms. Miksis, and seconded by Mr. Weiler, the Commission voted unanimously to adjourn the meeting at 8:35 p.m.

Terry Holland-Buckley
Clerk

Ryan Duques, Chairman
Jim Ball – Vice Chair
Anne Foley – Secretary
Chris Weiler

Ed Pellegrino
Eric Perrelli
Lisa Miksis

Ryan Duques, Chairman
Jim Ball – Vice Chair
Anne Foley – Secretary
Chris Weiler

Ed Pellegrino
Eric Perrelli
Lisa Miksis