



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

Approved July 14, 2016

Minutes of the regular meeting of the Economic Development Commission held on May 12, 2016, 7:30 p.m. at the Madison Town Campus.

Present: Commissioners Ryan Duques, Jim Ball, Anne Foley, Ed Pellegrino, Eric Perrelli, Lisa Miksis

Also present: Robert Hale, Selectman; Dave Anderson, Town Planner; Lisa Kronauer

1. Approval of minutes of regular meeting, April 14, 2016. On motion made by Mr. Duques, and seconded by Mr. Pellegrino, the Commission voted unanimously to approve the minutes of the regular meeting of April 14, 2016 as submitted.
2. Public Comment. There were no public comments.
3. Website Update. Mr. Duques noted that the EDC website has transitioned to the Town platform. The look and feel of the website will remain the same. There will be a small reduction in the costs associated with the website maintenance with this change.

Mr. Duques noted that budget cuts have impacted the EDC which will not be receiving the additional funds requested for FY 16-17. There will, however, be funding available from funds in the Town Planner budget left over from the current fiscal year so the net for EDC is a \$4,000 increase over the current budget.

4. Venue Management Update. Lisa Kronauer noted that she had been invited by Mr. Weiler to attend the EDC meeting to discuss the possibility of her event planning business providing service for venue management. She explained the services she would plan on providing noting that there would be a focus on advertising and marketing the facilities on behalf of the Town to increase use which would generate revenue for the Town. Her compensation for providing this service would come from providing an option for additional services related to the rental for an additional fee. She noted that she has been in business for 16 years and has developed a clientele that she would utilize to provide venue services.

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

Ed Pellegrino
Eric Perrelli
Lisa Miksis

Mr. Duques provided background information on how the Town is looking to contract out management of some of its facilities to increase the volume and quality of the use of these facilities to hopefully serve as an increased revenue source for the Town. He explained the process currently in place under the Parks and Recreation Department for rental of facilities like the Surf Club. Once a rental is approved they provide a list of approved event service vendors, based on meeting the insurance requests and understanding the rules rather than on quality of service. He noted that venues are currently available for rental so it is primarily the way these facilities are rented that would change. The next step is to find a person or business with expertise in the area of facility rental to help the Town reach out to people looking for facilities to rent for events and to help enhance the experience with use of the facility.

Ms. Foley commented that it would be helpful to receive additional information from Ms. Kronauer on how she would move forward with marketing and with the actual facility rental process.

Mr. Duques noted that discussion and work on utilizing a venue management vendor originated approximately two years ago when a framework was established. He recommended that the Town revisit the framework to confirm the ideas discussed or recommend changes.

The Commission members recommended that Ms. Kronauer submit a formal proposal for consideration.

Ms. Kronauer agreed to forward a copy of a power point presentation she created to show the scope of the services she is able to provide. She explained how her proposal would provide information on how she would provide venue management from concept to completion to include facility rental and arrangement of support services such as caterers, dance floor, florist, and DJ using a generated list of preferred vendors.

5. Madison Center Project update. Duques noted that construction on Phase 2 of the Madison Center Project is continuing to move along smoothly. The granite curbing has been modified in one area which created an engineering issue but this is being resolved so the area will look nice when completed. An additional drain was needed on the western edge of the south side. The median has been removed and the contractor is laying the granite curbing which is moving along quickly. The irrigation work on the south side is completed and the asphalt is laid down. Mr. Ott will be going to the nursery to look at the tree plantings so the contractor is still on track to complete the planting by the end of the month. There have been no traffic issues and the fire trucks have had no difficulties navigating the site. The construction signage has been very helpful. Overall the construction has created only a minimal impact on activity in the area.

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6. Update on advertising proposal. Mr. Duques noted that Commission members had been provided with a copy of the draft RFP for A Marketing Campaign Targeting Relocation. The campaign will be targeted towards relocation specialists in Connecticut to provide assistance for planning and creative design and implementation of the plan. The services to be performed, the objective, the timetable and how the proposals will be evaluated are requested in the RFP. He recommended that, when the proposals are received, that three be selected to be forwarded to the First Selectman for review. He requested Commission approval of the RFP this evening so they can be sent out with a return date in two weeks.

In response to a question by Mr. Ball, Ms. Miksis noted that the target area for the study will be from New York to Boston to include any area that is a reasonable distance from Madison.

Mr. Perrelli provided recommendation to include in the RFP that he believes will be helpful with the evaluation of the proposals to include:

- Request of an actual list of deliverables
- Request that the proposals include metrics for success
- Request a timeline to meet the requested schedule with a start date of 30 days after award.

On motion made by Mr. Duques, and seconded by Ms. Miksis, the Commission voted unanimously to approve the Town of Madison Economic Development Commission RFP for Marketing Campaign Targeting Relocation with the changes recommended above incorporated.

7. Discussion on a Downtown Development District. Mr. Anderson noted that a kick-off meeting on the creation of a Downtown Development District was held with initial discussion focusing on snow removal. While there was interest in maintenance issues, the property owners in attendance primarily indicated interest in the concept of an Authority as it relates to the development of a waste water facility. Items requiring additional discussion include funding, maintenance and how property owners and tax payers can benefit. He has reached out to a planning firm to provide a build-out analysis, review changes needed to accomplish an Authority, create an estimate of taxes to be generated and ideas on how to educate property owners.

Mr. Duques noted that the Board of Selectmen was asked to look at an ordinance change needed so the property owners would no longer be responsible for sidewalk maintenance, including snow removal, in the downtown area. With the new construction being completed it is agreed that it would be better for the Town to provide maintenance to preserve the improvements currently being made. Mr. Ott is working on cost estimates to provide these services. Mr. Duques also recommended that a review of the ordinance as it relates to use of bicycles and skateboards also be reviewed.

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8. Planning and Zoning Report. Mr. Anderson reported on the following:
- An application received for an open space subdivision was denied. The contractor will resubmit the application for a traditional subdivision.
 - Interest has been expressed for Ferraro's Market to move to Madison and they are looking at a potential location. .
 - There was discussion by the Planning and Zoning Commission about streamlining the process regarding sign regulations. Mr. Hale suggested that consideration be given to regulations for the use of technology with signs.
 - The Commission is working on regulations related to promoting affordable housing. They are focusing on looking at square footage and bedroom limits rather than price caps which should encourage creating of more affordable units.
 - The Taste of China restaurant is open.
 - A new nail salon will be going in to replace the one that closed.
9. BOF Report. There was no Board of Finance report.
10. BOS Report. Mr. Hale noted that the Selectmen have spent a substantial amount of time working on budget issues. They have also been working on issues related to the SAA contract with Academy School and plan to make an offer. They are discussing ways to use the leverage of funds with the Town contributing a portion of the funding. The goal is to take the proposal to Town referendum this year.
11. Old business. No items were discussed under old business.
12. New business. There were no items discussed under new business.
13. Adjournment. On motion made by Ms. Miksis, and seconded by Mr. Perrelli, the Commission voted unanimously to adjourn the meeting at 8:25 p.m.

Terry Holland-Buckley
Clerk

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

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