



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

Approved September 8, 2016

Minutes of the regular meeting of the Economic Development Commission held on July 14, 2016, 7:30 p.m. at the Madison Town Campus.

Present: Commissioners Ryan Duques, Jim Ball, Lisa Miksis, Chris Weiler

Also present: Robert Hale, Selectman; Mark Casparino, Board of Finance; Dave Anderson, Town Planner

Mr. Duques called the meeting to order at 7:30 p.m.

1. Approval of minutes of regular meeting, May 12, 2016. On motion made by Mr. Weiler, and seconded by Ms. Miksis, the Commission voted unanimously to approve the minutes of the regular meeting of May 12, 2016 as submitted.
2. Public Comment. There were no public comments.
3. Website Update. Mr. Anderson noted that the EDC website has been transitioned over to the Town site so now an individual can go to the Town of Madison page and navigate to the EDC page. All information is being updated regularly.

In response to a question by Mr. Duques, Mr. Anderson noted that the web page will be utilized in the efforts moving forward for the marketing initiative. In addition, available properties are listed on the page.

Mr. Duques noted that there will be some cost savings associated with the change of the web page now being managed by the Town.

4. Venue Management Update. Mr. Weiler read an e-mail provided by Ms. Foley in which she noted that the Beach and Recreation Department has expressed some concern for having an outside business manage rental of Town venues. Mr. Weiler noted that one of the purposes of utilizing a venue management business is to increase the use of Town facilities, thereby increasing revenue. Mr. Weiler noted that Ms. Foley had a

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

Ed Pellegrino
Eric Perrelli
Lisa Miksis

discussion with Scott Erskine and he wanted to further discuss this issue with First Selectman Banisch. He has concerns about residents now completing with out-of-town people to use Town facilities. Mr. Duques noted that the positive of having a private vendor offer support services for events on Town properties is that the increased activity will serve to increase revenue for the Town and encourage full utilization of facilities.

Mr. Duques suggested that the next step be to go back to the table and talk about considering a pilot program to see how the concept of venue management would work. Mr. Duques noted that it has been some time since this proposed program was discussed and he questioned if it was necessary to go back to the Beach and Recreation Commission for further discussion since he recalls that they had previously approved moving forward. Mr. Anderson agreed to research that last action taken by Beach and Recreation Commission to determine if general approval was provided or if approval was provided for a specific vendor. Mr. Weiler noted that the action taken by the Board of Selectmen was approximately one year ago so he suggested the minutes of the Board of Selectmen be reviewed to determine the specific action taken.

5. Madison Center Project update. Duques noted that the official ribbon cutting ceremony for the Madison Center Project was a successful event. The improvements look very nice and the local businesses are happy with the work completed. He further noted that the plantings for the median were installed today. The poles still need to come down and the new lights installed. The next phase of the project is not currently fully funded, although a SEEP grant is pending. In addition, a grant for \$400,000 toward the project has been approved. Additional funds will be needed to fully complete the project.

Mr. Duques noted that approval has been received from Amtrak for the agreement for the Town to have temporary use of their parking lot from April through November. The Public Works Department will be painting lines for 100 parking spaces.

6. Update on advertising proposal. Ms. Miksis noted that a review was completed of possible vendors to provided services as outlined in the RFP for A Marketing Campaign Targeting Relocation. This 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. Mr. Anderson is following up on this project.

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 maintenance issues. The meeting spun off to include concerns and interest in the concept of an Authority as it relates to the development of a waste water facility that can handle larger quantities of waste water to accommodate the expansion of businesses. They have begun to look at existing systems.

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

Ed Pellegrino
Eric Perrelli
Lisa Miksis

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

- An 8 lot subdivision off of Dairy Hill Road is being presented to the Planning and Zoning Commission.
- There has been conversation with Landon Lumber regarding demolishing a shed on their property.
- A Milano project is being proposed on Fort Path Road.
- A restaurant is being proposed for property at 59 Boston Post Road.
- The owner of the property abutting Cottage Road is proposing the development of a complex of apartments to include a restaurant also.
- PZC continues to work on the sign ordinance.
- PZC is continuing to work on Affordable Housing regulations and has identified properties that might be eligible based on income guidelines.
- PZC will be looking at regulations to encourage accessory apartments as a housing option.

9. BOF Report. Mr. Casparino noted the Board of Finance has discussed the possible purchase of the LeSage property next to the High School. Mr. Anderson noted that the Town has been making lease payments for the field developed on this property and this could go toward purchase of the property.

Mr. Casparino noted that the Board of Finance has also discussed a Senior Tax Relief Proposal and will be looking at the development of an ordinance related to these programs.

Mr. Casparino noted that, at next week's meeting, the Board will be discussing an upgrade of Communications equipment including the replacement of the tower at the Arts Barn. There will be no Board of Finance meeting in August.

10. BOS Report. Mr. Hale noted that a special Selectmen's Meeting will be held on July 21st at 6:00 p.m. to discuss the Academy School and the possible lease of the property by the Shoreline Arts Alliance as a public/private partnership. Major renovations are needed to use this facility as an arts facility in addition to the initial investment needed to make the building habitable. In response to a question, Mr. Hale noted that some changes can be made to this building even though it is located in the Historic District. Because of its history, there is a fair amount of sentiment attached to this building. The Board of Selectmen would like to see this matter settled and moving forward.

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

Ed Pellegrino
Eric Perrelli
Lisa Miksis

11. Old business. Mr. Ball commented that he was impressed with the great turn-out at the ribbon cutting ceremony for the Madison Center project.

Mr. Ball noted that he drove through the 18 unit project on Cottage Road and the development is very nice.

12. New business. Ms. Miksis suggested that the EDC begin a discussion on possible ways to connect the Surf Club to the downtown area to encourage visitors to this facility to utilize the businesses located in the downtown area. Mr. Anderson commented that, while he agrees this would be a good idea, development of a sidewalk to this destination would be very expensive. He suggested that this could be considered in a long term sidewalk plan.

Ms. Miksis suggested that the Town take steps to clean up the Town Garage area to improve the aesthetics for the residential properties in area, especially since several properties are currently on the market. Mr. Anderson noted that there has been a meeting with neighbors and there is a plan to beautify the area but funding is not in place.

13. Adjournment. On motion made by Ms. Miksis, and seconded by Mr. Weiler, the Commission voted unanimously to adjourn the meeting at 8:30 p.m.

Terry Holland-Buckley
Clerk

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

Ed Pellegrino
Eric Perrelli
Lisa Miksis