

**TOWN OF HADDAM
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
COMMUNITY CENTER
7 CANDLEWOOD HILL ROAD, HIGGANUM, CT 06441
WEDNESDAY, 13 SEPTEMBER 2017
UNAPPROVED MINUTES
*Subject to Approval by the Commission***

ATTENDANCE

X	Kate Anderson, Secretary/Treasurer
A	Stephen Bayley, Vice Chairman
X	Joe Bergin
X	Mike Farina
A	Dave Fleig
X	Lori Maggi
X	Cindy MacNeil Sola, Chairman
A	Susan R. Waide, Economic Development Coordinator
X	Bunny Hall Batzner, Recording Clerk

1. Call to Order

Mrs. Sola, chairman, called the meeting to order at 6:35 p.m.

2. Attendance

Attendance was taken.

3. Approval of Agenda

MOTION: Lori Maggi moved to approve the 13 September 2017 agenda as submitted. Kate Anderson second. Motion carried unanimously.

4. Public Comment

None.

5. Approval of Minutes

Approval of the 9 August 2017 minutes was tabled.

6. Old Business

a. Fall River Days

Mrs. Sola reported the event went very well. The craft show on the Higganum Green was a huge success and every crafter thanked EDC for allowing them to have their space for free (a lot of public connections made; their products sold well; and they will come back next year). The fireworks went well with Rob Bradway, Vice President, Essex Steam Train, providing safety vests, radios, and lights for the volunteers who handled the parking (which went very well). Lori and Larry Maggi were kind enough to provide a golf cart allowing parking attendants to go right out to direct people off of Route 154 when they parked their vehicles in the "No Parking" areas. Clean up after the fireworks was easy as there were only

three tents involved – Republicans, Democrats, and the Lions; the field was extremely clean where the public was; and Steve Bayley, Kate Anderson, and Cindy Sola cleaned up fireworks debris and it was a disaster. Mrs. Sola stated after a phone call to Lizz Milardo, First Selectman, it will be looked into as to whether or not the fireworks company is responsible for the cleanup afterwards. More EDC volunteers are needed for next year and Mrs. Sola noted this is an EDC event. Mrs. Maggi stated there needs to be clarification as to whose responsibility it is to clean up the fireworks debris. Mrs. Sola agreed.

Mrs. Sola reported she will be meeting with Robin Munster in October about next year's event as they plan to put the application into DEEP to make the event bigger and to have it in one location – a whole day of celebration. Mrs. Maggi offered her assistance.

Mr. Farina asked if the town owned a sweeper that could come in to do the cleanup. Mrs. Sola stated she told Mrs. Milardo all it would take is a big lawn mower with a bagger. Ms. Anderson stated it needs to be asked if cleanup needs to be done on Sunday or can it wait until Monday and then perhaps the Public Works crew can cleanup. Mrs. Sola stated she needs to find out if Zambelli Fireworks will cleanup as the sticks and wires to launch the fireworks were removed and not by volunteers.

Mrs. Maggi reported she had some individuals approach her in regard to the lighting as they drove down Route 154 and turned into the Meadows (they couldn't see). Mrs. Maggi stated she believes one of the glitches was EDC wasn't aware lighting was needed at the entrance and it should be noted for next year.

Mrs. Maggi also reported advertising needs to be better. Mrs. Sola agreed. Mr. Farina stated signage was lacking – sandwich boards and banner. Mrs. Sola agreed noting that sandwich boards need to be purchased for next year; and perhaps the banner that was used in the past could be revamped and used again. Mrs. Sola stated Mrs. Milardo has indicated she will check to see where the banner is. A brief discussion followed in regard to how and who hangs the banner.

Mrs. Maggi stated although she doesn't like fireworks or crowds, this event was very nice and the fireworks were beautiful!

b. Haunted House with Trunk or Treat Event

Haunted House - Mrs. Sola reported the event is fast approaching and Chuck Cook is holding the event. The event is scheduled for Friday, Saturday, and Sunday, 27-29 October 2017, at the Community Center, 6:00 p.m. until closing. Red Neck Donut and the Lions Club (pizza) will be on site Saturday night only. Mrs. Sola will ask if the Lions could sell water and soda as well as the pizza and Red Neck Donut sell coffee and tea as well as donuts.

Mrs. Sola reported Chuck Cook is handling the event; however, if anyone can be available for a few hours on any of the nights, it would be greatly appreciated.

Trunk or Treat – Mrs. Sola reported Jen LoGiudice, President, PTO, will be heading this event and she will speak to the superintendent about sending fliers home and getting people involved. Mrs. Sola stated the event will take place on southbound direction of the street and run from the Community Center to Higganum Pharmacy in order for the kids to make their way down the sidewalk without crossing the street. Mrs. Maggi asked what night this will be held on with Mrs. Sola responding Saturday. Ms. Anderson asked if the PTO will take care of blocking off the road or is that EDC's responsibility. Mrs. Sola stated EDC will be responsible noting there will be horses at this event.

Mrs. Sola also reported she will be contacting the fire department to be available with a truck to hand out candy as well as a resident trooper and the ambulance. Mrs. Sola stated the trunk or treaters will need to be in position by 5:00 p.m. in order to close down the road. The band that plays at Brewed Awakenings will be playing at the gazebo.

Mrs. Sola reported Saturday night will be the big night for both of these events.

c. Main Street Grant and Mucket - Status

Ms. Anderson reported she received an email from Main Street and EDC has a little less than \$2,900 to put towards the Mucket statues. Ms. Anderson stated the quote she received from the poly composite people is as follows: on a sculpture 3 to 4 feet long and 2 feet wide, if order quantity is less than 20 (which EDC's will be), there is a design fee of \$2,865 with a \$425 charge per piece and the development fee will cover everything. Ms. Anderson also stated the company has a person who will design it from start to finish, work with us, and provide periodic updates. It will be designed two dimensional first, then onto a three dimensional model, and once viewed/approved by EDC, they will move into production. Ms. Anderson stated EDC can send photos, drawings, etc., and have it molded to how the Commission would like the statue to look. The company will hold onto the mold and the Commission can go back to them to create additional statues if needed. Ms. Anderson further stated the company asks for a 50 percent deposit up front before they start the design. All sculptures come with mounting brackets – standard is aluminum, but can pay extra for steel brackets and mounting instructions are included. The material will be white with the intent to be painted and painting tips will be provided.

Ms. Anderson stated Clearwater, FL had this company produce dolphins. Using her phone, Mrs. Maggi showed the Commission what the dolphins look like. Mrs. Sola stated this company also produced the whales in New London. Ms. Anderson reported the company has worked with Stratford and Stamford.

Mr. Farina asked who will have the licensing rights. Ms. Anderson stated EDC. Mr. Bergin questioned that asking if the company retains the copy right on the design. Mrs. Sola stated Art Wiknik will need to give permission; and reported that she and Ms. Anderson will meet with Mr. Wiknik to get his input and approval on the look of the Mucket. Using her phone, Mrs. Sola showed a sketch of a Mucket by Ed Rossado.

Mr. Farina asked how long this will take. Ms. Anderson stated during their slow season, winter, from start to finish it usually takes about 6-12 weeks and during their busy season, spring/summer, 12-20 weeks. Ms. Anderson stated shipping will be approximately \$385-\$420. Mrs. Sola suggested placing jars around town to collect the shipping fees.

Ms. Anderson stated just in talking to this company, their customer service was wonderful. Their representative was anticipating questions before asked and happy to put her in touch with other municipalities who have used their services.

d. Plan of Conservation and Development (POCD) - Update

Mrs. Sola reported the document is in the second to final draft and will be going to a public hearing held by the Board of Selectmen (BOS) on Wednesday, 20 September 2017, Fire Station #1, 439 Saybrook Road, 7:00 p.m. After the hearing, the document will go back to the consultant with any changes; then go before P & Z for a last look; and then it gets sent out for the final draft. Ms. Anderson and Mrs. Maggi will try to attend.

e. Progress on Jail and Scovil Hoe Buildings

Jail - Mrs. Sola reported the restaurant, The Red Fox, a family owned, fine dining facility, is interested in the Jail. Mrs. Sola also reported the town is awaiting a report from Fuss and O'Neill; and once this is received, a meeting will be held with the restaurant owners. Mr. Farina and Ms. Anderson asked the zoning designation in the area and who would be responsible for the remediation, abatement, etc., respectively. Mr. Bergin stated he thought some of the work had been done. Discussion followed in regard to work on the building that has already taken place, conducting a walkthrough of the structure, and potential concerns of the neighboring residents.

Scovil Hoe – Mrs. Sola reported she's aware there was a walkthrough and a \$200,000 grant received, but has not heard anything new. Ms. Anderson reported a number of grants are in limbo due to the lack of a state budget at this time. Mr. Farina stated he thought part of the stipulation for the transfer of the

building was that the town would be responsible for all of the remediation. Ms. Anderson stated it would depend on how the contract was worked out as to who would take on the liability.

7. New Business

a. EDC Coordinator

Mrs. Sola stated she had received an email from Lizz Milardo, First Selectman, who reported on the following: 1) Susan Waide, EDC Coordinator, could not attend tonight's meeting; 2) great job on the fireworks; and 3) wanted to give an update on what Mrs. Waide has been working on – have info for town website for the business section as well as photos of some local businesses and Mrs. Milardo will have her assistant, JoAnn Ricciardelli, work on putting this information up on the website; 4) Mrs. Waide is also beginning to work in East Haddam this week; and 5) Mrs. Waide is having a meeting on Land Use Zoning and with the Fire Marshal to get their input on business communication and will let us know what's happening from there. Mrs. Sola stated Mrs. Waide is starting out with this and hopefully, the Commission will hear more.

b. 2018 EDC Moving Forward Possibly Working with Buildings Committee

Mrs. Sola stated she has not spoken to Jeff Muthersbaugh, Chairman, Buildings Committee, and it's unclear how much further the Buildings Committee will be going after the Scovil Hoe building is settled. Mrs. Sola stated she thought perhaps there could be a blending of EDC and the Buildings Committee to move forward on projects.

Rossi Property, 300 Saybrook Road - Mrs. Sola reported she had spoken to Andy Becker, Rossi Corp., in regard to their proposed project on 300 Saybrook Road and they're waiting to see what will happen with the Scovil Hoe building. Mrs. Sola stated obviously sewer is a big issue, which was also a topic of discussion with Mr. Becker, who indicated he would be willing to supply the black box on the property, but would not maintain it. Discussion followed as to what a black box is and how it works and how far a sewer system may run in Higganum Center.

Sewer System - Mr. Farina asked Mrs. Sola if she had heard anything from Patrick Pinnell. Mrs. Sola stated no, and asked Mr. Bergin if he had heard anything. Mr. Bergin stated he had not heard anything in years; but a black box v. a system to tie into Middletown has been studied for years, and until there's a will nothing will happen. Mr. Bergin also stated one of the biggest obstacles is the perception that once a system is put in big box stores are going to move in, which he believes is a misperception as there isn't enough traffic count in this area. Mr. Bergin stated it was demonstrated perfectly at a recent Architectural Review Committee (ARC) meeting when one of the questions to the applicant was can you move the addition closer to the street, which would align with one of the Design Guidelines, and he couldn't because the septic system is in the front of the building. Whereas, with a sewer system, the applicant would have been able to conform with the Design Guidelines. Discussion followed.

Ms. Anderson asked under what committee this project would fall under in order to get it moving. Mr. Bergin stated it was EDC for a long time, but then BOS and BOF didn't get on board; and there would be money to fund studies, but nothing to get the design going. Mrs. Sola asked Mr. Bergin what it would take to get the design going. Mr. Bergin stated the hiring of an engineering company as well as funding. Discussion followed in regard to grant funding with Ms. Anderson stating she will research the matter. Mrs. Sola stated Mike Fortuna, former EDC chairman, is a key element in this whole matter as he's worked on the studies. Mr. Bergin stated Mr. Fortuna has a PowerPoint presentation that he's given a number of times. Further discussion followed in regard to the matter including fees.

Mrs. Sola concluded the discussion by stating that in January when the Commission begins work on their mission statement, she feels this should be an area that should be addressed.

c. Form Smaller Committees Branching Out of EDC

Mrs. Sola stated the Commission needs more volunteers to help with smaller events such as River Days and Haunted House. Mrs. Sola again stated the crafters were very appreciative of EDC sponsoring their Saturday event.

Farmers' Market – Mr. Farina asked what happened to the Farmers' Market and is it something EDC could put back together next year. Mrs. Sola reported no one wanted to volunteer to take the project over and that she would love to see it up and running again. Rudy Sturk, Haddam resident, volunteered to find someone to run the Market. Discussion followed.

The Commission welcomed Mr. Sturk as a new resident to the town.

d. Welcome to Haddam Brochure

Ms. Anderson showed the Commission a very generic mockup of the brochure and described what she envisions. Tri-fold brochure with basic information and that she's open to any suggestions. Ms. Anderson stated she thought the front cover could be a back drop of some photo in Haddam and perhaps a photo contest could be held. Ms. Anderson reported she has the software to design a brochure to be professional printed and is volunteering to design the brochure, to come up with it, to run with it, and it would not be expensive to print. Mr. Farina asked if this would be similar to a "Welcome Wagon" type handout or is it going to be something where businesses could advertise or sponsor the project. Mrs. Sola talked about businesses that she believes would display the brochure. Mr. Bergin stated it sounds like Mr. Farina is suggesting a second type of brochure such as "So you want to bring your business to Haddam" and it would outline steps to take, departments needed to go through, and the process.

Ms. Anderson stated she plans to visit other towns to see what they may have. Mr. Farina stated East Haddam and Chester have nice brochures. Mrs. Sola will ask her husband to look for the East Haddam brochure. Mrs. Maggi suggested Mrs. Waide, EDC Coordinator, be contacted in regard to this as she may already have information and she had indicated she was in advertising or something similar and may be able to assist with this project. Ms. Anderson concluded by stating she works with a great group of marketing people who may be able to give input and general ideas.

e. Resignation – Joe Bergin

Mr. Bergin announced his resignation from the Commission. Mr. Bergin stated he's been challenged with all of his time commitments and he's given the Commission a good long run. Mr. Bergin offered if there was anything he could comment on or provide input he would be more than happy to help.

f. Miscellaneous

Ms. Anderson asked about the building next to Dunkin Donuts, Higganum. Mr. Farina and Mrs. Sola stated there are some compliance issues that have not been addressed. Mr. Bergin asked what the issues were. Mrs. Sola stated she believes some interior issues.

8. Adjournment

MOTION: Cindy Sola moved to adjourn. Kate Anderson second. Motion carried unanimously.

The meeting was adjourned at 7:30 p.m.

Respectfully Submitted,
Bunny Hall Batzner
Bunny Hall Batzner, Recording Clerk

The next meeting is scheduled for Wednesday, 11 October 2017.