

Economic Development Commission (EDC)

Regular Meeting ▪ 7:30 PM November 21, 2011 ▪ Salem Town Offices ▪ Salem, Connecticut

1. Call to Order

Frank called the meeting to order at 7:37.

Attending: Frank Sroka, Larry Stevens, Nicole Gadbois, Jen Lee, Dana Abetti

Kevin introduced Nicole Gadbois, our newest member to the EDC.

2. Seating of Alternates: N/A

3. Changes to Agenda: None

4. Approval of Minutes from last meeting (June 20, 2011): Deferred

5. Communications:

- Budget request from BOF. Our recommendation is to keep our budget at \$5k, flat to 2011.

6. Public Comment

7. Reports

- Board of Selectmen (BOS): Joanne Newman (equestrian facility). It's possible she could subdivide a portion of her property and sell for other business opportunities. Her initial thoughts were to have something along the lines of a Village Center, café, small shops. Joanne would have the option of establishing deed restrictions, which would allow her to choose whom to sell the land to. Each parcel would have its own septic, eliminating some of the hassle of group septic. There is 3-phase electricity near her farm.
 - **Dana will follow up with Ken Bondi and Vern Smith to discuss developing ideas to run by Joanne to see if we can help her.** She needs to remove a building, would Ken have any ideas for this?
- Liaison to Planning and Zoning Commission (P&Z): Sean Reith and Gloria Fogarty.
- Plan of Conservation and Development: Dana Abetti. We are giving the POCD to P&Z tomorrow. The public hearing has not yet been set, but will likely be in February.
- Local Business Ombudsperson: Larry Stevens

8. Old Business

- Village Center: The POCD will recommend that P&Z make changes or act on the previous proposal from the P&Z subcommittee.
- Economic Development Action Plan progress
 - EDC Plan Critical Initiatives:
 - Goal 1: Take Care of Local Businesses: Jenifer Lee, Kevin/Frank
 - Rejuvenate Four Corners:
 - Roundabout: The utility break-out work should be done next month. There is one tenant in the White Building who is moving across the street by December 20. The water filtration is in place and should be done in March, 2012. The white building is coming down in April. Septic is still an issue in this area. Even the new Dunkin' Donuts will not be able to have a bathroom. The landlord is researching a hybrid septic option, which if approved, would be the first in the State.
 - **Need to reach out to SLT to research septic options.** Waterless toilets, like at Gillette Castle? Bob said a military base had these for 6 months before tearing them out. He will find out why.

Frank Sroka, Chair

Dana Abetti ▪ Joe Duncan ▪ Nicole Gadbois ▪ Jenifer Lee ▪ Sean Reith ▪ Larry Stevens

- Jen will pursue:
 - Consider having a visit Salem day where people invite a group of friends on a business visit circuit.
 - Consider developing a business directory for advertising.
- Goal 2: Foster New Economic Growth: Dana Abetti, Joe Duncan
 - Identify ED opportunities that fit within the Salem community & Process to identify and champion new business opportunities
 - See above step related to the equestrian center.
 - Also, Dana will reach out to Vern Smith and a developer to get ideas for a medical office building (where would it be, what would it look like).
 - **Nicole will pursue formalizing a farmers market.**

9. New Business

None

10. Adjournment

M/S Dana, Nicole

Helpful Information:

- **CT Department of Economic and Community Development:**
<http://www.ct.gov/ecd/cwp/view.asp?a=1097&q=438016&ecdNav=|>
- **The Connecticut Economic Digest:** <http://www1.ctdol.state.ct.us/lmi/ctdigest.asp>
- **CERC Site Finder for businesses looking for a site or building:** <http://cerc.zoomprospector.com/> . Note our town profiles (demographic, expenditure, business)
- **Eastern CT Industry Projections (note: This is heavily influenced by the Casinos):**
<http://www1.ctdol.state.ct.us/lmi/forecast2006-2016/eaindustry.asp>
- **U.S. Industry Projections, Top 20 growth/decline:** http://www.bls.gov/emp/ep_table_204.htm



- Town elections trigger a collaborative effort to build ED business screens
- Begin to schedule meetings with key stakeholders to gather criteria for screens
- Begin tracking informal business opportunity inquiries & outcome

- Refine steering committee roles, process & tools
- Gather town-wide commission input on criteria for business screens
- Synthesize town-wide survey results
- Identify areas of town currently zoned for commercial and industry use

- Develop screens
- Use screens to conduct a community fit analysis to identify types of businesses that fit in Salem
- Implement stakeholder Steering Committee to review opportunities.

- Validate business types with key stakeholders
- Identify possible locations for new businesses and proposed changes (if any)
- Evaluate town regulations and land availability from the perspective of targeted community-fit businesses
- Develop target business tip sheets

- Conduct new business simulation “dry runs”
- Begin process to implement changes to regulations as needed
- Develop communication and marketing plan

- Continue process to implement changes to regulations as needed
- Implement communication and marketing plan to attract desired businesses to Salem