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**Town of Seymour
Economic Development Commission**

**Minutes
Tuesday, March 1, 2011 – 7:00 PM
Flaherty Room – Seymour Town Hall**

Members present: Jon Szuch, Marietta Sabetta, Joe Cass, Ted Holly, Ron Balabon
Members absent: Michael Horbal, Rosalie Averill

ITEM #1 Call Meeting to Order

Meeting called to order at 7:00 p.m. by Chairman Jon Szuch.

ITEM #2 Pledge of Allegiance

Pledge of Allegiance led by Chairman Jon Szuch.

ITEM #3 First Selectman Comment.

Chairman Szuch stated that the First Selectman was not in attendance at the meeting this evening.

ITEM #4 Public Comment

Kurt Miller, member of Seymour Board of Selectmen stated that there is not much information available regarding the current tax incentive programs in Seymour. He stated that he has asked that this be placed on the agenda for the March 15th Board of Selectmen meeting and asked that a member of the Economic Development Commission be available to attend that meeting to discuss this matter. EDC Commissioner's Marietta Sabetta and Joseph Cass agreed they would attend this meeting on behalf of the EDC.

ITEM #5 Approval of Prior Meeting Minutes – February 7, 2011 Special Meeting

It was noted that Ted Holly and Ron Balabon were absent from the 2/7/2011 meeting. A motion to approve the minutes of the February 7, 2011 special meeting was made by Marietta Sabetta and seconded by Joe Cass. The motion was carried unanimously (5-0).

ITEM #6 Update TonSha Marketing brochure project & EDC.com website– Sharon Grodzicki

Sharon Grodzicki, TonSha Marketing presented a report as of March 1, 2011 regarding production items completed to date and production items that need to be done. The report also pertained to the Seymour EDC website www.seymouredc.com and the work that has been done on that as well as future work on the website. She stated that a tremendous amount of work has been done already on the EDC website by Jon Szuch which appears to have spent nearly 60 hours at no-charge to the Town of Seymour. Chairman Szuch says this saved the town about \$6000. Sharon also stated that the website hosting is managed by Web Solutions out of Meriden, CT. She also stated that a number of photos were obtained that have been included on the website.

Mrs. Grodzicki presented proofs of the new 2011 Seymour EDC Business Guide 12-page color brochure and stated that several of the issues discussed at the February meeting have been done. These included the map being highlighted as well as some photos of the Thule building and high school added as well as photos from the Pumpkin Festival. She stated that a disclaimer has been added that the information contained in the brochure is as of March, 2011 per Chairman Szuch and will be updated right before each printing. She also presented a proof of the new 2-pocket color glossy folder and this folder will have a slit for the new 2011 EDC town video to be included and a business card.

Mrs. Grodzicki reviewed the items that still need to be accomplished. She stated that she has designed new EDC letter-head for the Commission that corresponds to the look of the brochure and pocket folder. She explained that the small tri-fold brochure is a reduced version of the large brochure.

She spoke about the mailing to the town businesses and stated that the purpose is to give them a form that could be used on the website with information regarding their business. There is also a way that they can advertise their business on the website for a nominal fee and be able to show any available properties for rent or sale. The list that was received from the Seymour Tax Assessor's Office of the town businesses is being reviewed by Commission members at this time.

Mrs. Grodzicki stated that the Commission has complete control over the website from now on. Mr. Szuch stated that someone working in town hall should have access to the website. There is a direct link from the Town of Seymour website to the EDC website. She reviewed some of the items that still need to be worked on with regard to the website but most of the work has been done. She stated that under the resources tab a category needs to be added where businesses would like to be listed. She stated that the list of town contacts as shown in the brochure will be added to the website. She stated that there will be an area where announcements can be listed with regard to any EDC activities or news. A copy of her report is attached.

Mrs. Grodzicki also presented an updated budget as of 3/1/2011 (copy attached). She stated that no bill has been received from Video Productions at this time for the pictures that they supplied. The Commission reviewed the budget and agreed that 250 copies each of the brochure, pocket-folder and tri-fold brochure should be printed. A motion was made by Ted Holly to have 250 copies of the pocket-folder, 250 copies of the brochure and 250 copies of the tri-fold brochure printed. The motion was seconded by Joe Cass and carried unanimously. The total cost of the printing would be \$3,690.00. Mr. Szuch noted that the website work done to date by TonSha totals \$525.00. A motion was made by Marietta Sabetta to approve the payment of \$525.00 for the website work done to date by TonSha. The motion was seconded by Ron Balabon and carried unanimously (5-0). Mrs. Grodzicki noted that future work that needs to be done to be website as outlined in her report (Items 1 through 3) would be \$880.00. A motion was made by Ted Holly to authorize the approval of that work at \$880.00. The motion was seconded by Mr. Balabon and carried unanimously (5-0). Mr. Szuch stated that those three items total \$5,095.00. A motion was made by Marietta Sabetta to authorize

a purchase order in the amount of \$5,095.00 from Other Purchase Service Account #1-001-410-1330-435-300 payable to TonSha Marketing. The motion was seconded by Joe Cass and carried unanimously (5-0).

ITEM #7 – Continue discussion on EDC to consider making recommendations of changes to Seymour P&Z for updating Plan of Development - A motion to table this item to the April meeting was made by Ted Holly, seconded by Joe Cass and carried unanimously (5-0).

ITEM #8 – ED Director, Assistant's and/or EDC Chairman's Report.

Chairman Szuch stated that he met with the Board of Finance and the budget was formally presented to them in the total amount of \$24,362.00. He stated that the 2011 membership dues in the amount of \$125.00 to CEDAS (Connecticut Economic Development Association) was paid. He also stated that the \$52.50 to Web Solutions was also paid. Chairman Szuch stated that the Connecticut Main Street membership renewal for 2011 of \$750.00 was paid. He stated that all of these have come out of the budget and there is \$10,004.79 is left in the EDC budget. He stated that \$5,095.00 will be paid to TonSha and that will leave a balance of approximately \$4,900.00.

A motion to adjourn the meeting was made by Ted Holly, seconded by Joe Cass and carried unanimously (5-0).

The meeting was adjourned at 8:20 p.m. by Chairman Jon Szuch.

Respectfully submitted,

Maryanne DeTullio, Recording Secretary



TOWN OF SEYMOUR-EDC REPORT AS OF MARCH 1, 2011

PRODUCTION ITEMS – TO DATE

1. EDC – Seymour Business Guide

All changes made from requests at the 2/1/2011 meeting. Proof for review sent to Jon and more changes were made. Final proof ready tonight for approval to print.
Will need to know what quantity.

2. Pocketfolder – changes made to contact information on back cover. Proof for review ready tonight for approval to print. Will need to know what quantity.

PRODUCTION ITEMS – TO DO

1. Letterhead – unless the town's regular stationary is to be used.

2. Small Brochure

3. Mailing to town businesses: A letter would let businesses know that they can be listed on the website, news about the website and an invitation to property owners that wish to list their real estate on the website.

4. A second mailing in the future could offer businesses the opportunity to be included in a hard copy business directory either for free or a nominal fee and to also provide advertisements on the website.

WEBSITE

Website: between February EDC's meeting and as of tonight, all physical work on the website was performed by Jon. We would be remiss if we didn't mention that the hours he invested on behalf of the Town of Seymour and EDC were invaluable. TonSha acted as a collaborator with Jon through numerous communications.

Web Solutions. We also learned that Web Solutions located in Meriden, Connecticut was the website company that original designed and setup with the website with Nancy O'nofrio. They were paid for their services and the training of Nancy. From that point on, it was Nancy's responsibility to maintain the website. From June 2010, nothing was maintained nor updated. What was on the site was minimal and redundant. Some other points:

1. The Town owns the domain names.
2. Web Solutions is charging a nominal monthly amount to host the website.
3. Any work Web Solutions does is at an hourly rate of \$105.

4. They issued user name and passwords for Jon and TonSha as well as re-programmed fields that would allow us to perform ongoing updates and maintenance.

5. It should be noted that I was told that if the Town opts to transfer the website to another hosting company, they would provide the website on a zip file and the website would be rendered in a static version. This means that all the website would essentially need to be designed and developed from scratch since there would no interactive capabilities. It would be relative to getting a PDF file.

Work to complete as of today; this is where TonSha stands to finalize the website for edits and additions:

1. The Commission Tab

- Move the CERC report to a new tab under Resources

2. Why Seymour Tab

- Add a new menu item entitled: Seymour Statistics between the Tax Incentives and Master Plan Tab.

The Seymour Statistics would include the following from the Seymour Business Guide:

Accessibility Maps

Transportation Information

Labor Force

Utilities

Demographics

Meeting Schedule

Public Safety

Chamber of Commerce

Hotel Lodging

Financial Institution

Healthcare

Housing

Entertainment

Recreation

Shopping

Dining

Recycling Center

Public Library

Places of Worship

The information would be condensed where necessary and include the photos from the brochure.

In addition, a notation would be made that the information's accuracy is to the best of our knowledge and is subject to change from the time of publication – March 2011.

3. Resources Tab

At this point when you click on this tab, an offer to be in the Business Directory comes up and an application is available to complete online or print a hard copy.

This copy and form needs to be at the top of the Business Directory section.

In addition, the application needs to have a Category Section added so they can be posted correctly. (See attached).

An additional menu item should be added entitled: Town Contacts
The Land Use and Key Departments Directory and Hours would be inserted.

Projected Work

1. Update the Business Directory from email and mail response.
2. Announcements under news of any new businesses opening/expanding in town or EDC activities.
3. Add the 2011 Cerc Report when published.
4. Add copy and photos (if provided) under the Properties Available tab from business response.
5. Under the Resources Tab – add an item on the menu for business to provide advertisements at a nominal fee.



REVISED BUDGET AS OF 3/1/2011

Copywriting: \$1,500 PAID

Photos from Video Productions \$150-\$250

Finalize Design for:

Pocketfolder	\$150
Brochure – 12 pages	\$900
Real Estate Templates*	\$75* N/A

Total \$1050 PAID

Design Tri-fold Brochure \$300

Print

Pocketfolder	500	\$2250
	250	\$1950

Brochure		
12 pages	500	\$880
	250	\$440
	100	\$180

Tri-Fold Brochure	500	\$1500
	250	\$1300
	100	\$1000

Real Estate Templates	250	\$665
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Letterhead	250	\$150
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Website Work To Date	\$525
Conduct Work from Report	\$880
Future Website Work:	\$500-\$1,000
Mailing to Businesses	TBD

*Content for Real Estate Templates not part of the design budget.