

**Town of Seymour
Economic Development Department**

**Minutes
Tuesday, January 4, 2011 – 7:00 PM
Flaherty Room – Seymour Town Hall**

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

ITEM #1 Call Meeting to Order

Meeting called to order at 7:05 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

Al Yagovane, 27 Washington Avenue stated that they are working on the Broad Street park project. He stated that everything has been approved by DOT and DEP. He stated that hopefully the project will continue to be on schedule. They have purchased two park benches from funds received from the Matthias Foundation. They have also purchased two truck loads of bricks. The bricks are all blank but some have already been sold. He did not have a formal budget with him so the EDC could not take action.

ITEM #5 Approval of Prior Meeting Minutes – December 7, 2010

A motion to approve the minutes of the December 7, 2010 meeting was made by Rosalie Averill and seconded by Marietta Sabetta. The motion was carried unanimously (7-0).

ITEM #6 Update TonSha Marketing brochure project – Sharon Grodzicki

Sharon Grodzicki was present and stated that she was instructed to go forward and prepare the copy for the 12-page Town of Seymour EDC professional sales and marketing brochure. She stated that she watched the 2006 EDC video and read through the Voices book on Seymour and also read the script for the 2011 updated EDC video that is being worked on now. She stated that the new video will be in the pocket folder of the brochure. She felt that the brochure will be a guide to businesses wanting to locate in Seymour and looked at the preparation of the brochure from a business perspective and what the town has to support a business. She stated that she spoke with Jon Szuch on this and he felt that the cover letter should be from the Economic Development Commission.

She stated that there are two types of businesses; one that is consumer oriented and one that is product based. She reviewed the proposed copy that she prepared with the members. She has included in the brochures maps which outline the location of

Seymour and the mileage to major cities. Also included would be a section listing the routes in the area and the modes of transportation that are available. She also included sections on the labor force; retail sales, available utilities and principal industries in the town. She explained what types of businesses are currently located in Seymour.

Sharon included a section on tax credits and grants available to businesses in the community. There would be a section that includes contact information regarding land use departments in the town and other government offices. She stated that she felt it was a good idea to have as a separate item in the brochure from the Connecticut Economic Resource Center regarding Seymour.

Sharon stated that the available properties could be listed in the brochure and that there are real estate templates that could be used. These could be used to show available properties that realtors have and list all the pertinent information on those properties. There was a discussion on this matter and whether it was a good idea to have these templates available and whether realtors would pay to use them. The EDC members felt that it would be difficult to keep this information current.

Sharon presented a proposed budget for the copywriting, design work and printing. Mr. Szuch stated that he felt that 250 pocket folders would be sufficient as an initial printing. He stated that this is a revised budget and what it would cost to finish the project. The design work has already been paid for out of a previous years EDC budget.

Sharon presented several designs for the brochure which the members reviewed. They agreed that they liked the "wave" image design. There was also a discussion on what tag line to use and it was decided with A Town for All Business. In reviewing the items presented the members felt that the Land Trust and Seymour Historical Society should be listed in the brochure and Commissioner Averill will review the entire list.

The members discussed the listing of available properties and Mr. Szuch stated that the website is there and done. If the properties are listed on the website it is something that would need to be constantly updated. Mrs. Grodzicki stated that instead of having an actual listing of available properties the space could be sold as advertising to different businesses in town to cover the cost of operation of the website or printing of the brochures. She suggested that a letter could be sent out explaining that a business brochure is being prepared and would include the cost of advertising and other information that will be in the brochure. It could be made into a small business guide. Mr. Szuch stated that he felt that the brochure should be done and some of the other things could wait until there is a EDC director in place to handle everything formally.

It was decided that Mrs. Averill will go through the copy and the members should contact her with their comments about any changes to what has been presented.

Mr. Szuch asked about what was owed at this time and Mrs. Grodzicki stated that the copywriting has to be paid for and the current amount owed would be \$1,500.00. Mr.

Horbal moved that upon receipt of a purchase order and invoice from Ton-Sha the Chairman is authorized to sign off up to \$1,500.00 for copywriting portion of the brochure. The motion was seconded by Mrs. Averill and carried unanimously (7-0).

ITEM #7 – EDC to consider making recommendations of changes for Plan of Development for Seymour P&Z

Mr. Horbal stated that there are several areas in the Plan that could be looked at. This is really a Planning and Zoning function to update but the EDC Commission could make recommendations where they feel changes could be made. He stated that EDC the Commission could suggest changes in the downtown area such as the central business district. He also stated that the Commission could look at areas where they feel that zoning could be changed. He stated that he has outlined sections that he felt recommendations and changes could be made and he will get that to the members for their review. It was also suggested that the members read and review pages 26 to 32.

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

Mr. Szuch stated that at the 1/18/11 Board of Selectmen meeting the final report will be discussed. Mr. Szuch stated that all members are requested to attend that meeting and he will file an agenda. Mr. Holly stated that the EDAC he sat on all agreed on this matter of hiring an ED Director but the question was on the funding of the position and whether it will be continued after June 30, 2011 for the new fiscal year 2011-2012. It will be strongly recommended to the Board of Finance that the position be included in the budget for the next fiscal year 2011-2012. Mr. Horbal asked if the individuals from Shelton, Derby and Southbury that did presentations help the Committee in making their decision. Mr. Holly stated that he knew for himself only what this EDC Commission needed as far as the position is concerned.

ITEM #10 – Old Business

Mr. Szuch stated that this has already been discussed.

ITEM #12 Correspondence

Copies of an article regarding the proposed restaurant on Roosevelt Drive was handed out. Mr. Horbal stated that the Planning and Zoning Commission did approve the application with conditions and they are working on getting the conditions completed.

An Overview of Parks Usage and Facilities in the town was also presented to the members by Chairman Szuch.

A motion to adjourn the meeting was made by Mr. Holly, seconded by Ms. Sabetta and carried unanimously (7-0).

The meeting was adjourned at 9:15 p.m. by Chairman Jon Szuch.
Respectfully submitted,

Maryanne DeTullio, Recording Secretary