

**Town of Seymour  
Economic Development Commission  
Minutes**

**Tuesday, May 5, 2015 – 6:30 PM  
Flaherty Room - Seymour Town Hall**

**COPY RECEIVED**  
DATE: 5/18/15  
TIME: 5:01 PM  
**TOWN CLERK'S OFFICE**

Members presents: Jon Szuch, Marietta Sabetta, Michael Horbal, Rosalie Averill, Alex Danko, Christine Ailman, Kathleen Conroy-Cass (7:30)

**ITEM #1 Call Meeting to Order**

Meeting called to order at 6:40 p.m. by Chairman Jon Szuch.

**ITEM #2 Pledge of Allegiance**

Pledge of Allegiance led by Chairman Jon Szuch.

**ITEM #3 First Selectman Comment.**

First Selectman Kurt Miller was not in attendance at the meeting.

**ITEM #4 Public Comments**

There was no one from the public present at the meeting.

**ITEM #5 Approval of Prior Meeting Minutes – April 7, 2015**

A motion to approve the minutes of the April 7, 2015 meeting was made by Mrs. Averill, seconded by Ms. Sabetta and carried unanimously (6-0).

**ITEM #6 Discuss Seymour POCD – Fred Messore to discuss with EDC.**

Mr. Messore stated that Joanne Rogalski from Naugatuck Valley Council of Governments will be the contact person working with the Town of Seymour on the update to the Plan of Conservation and Development. The first public input session will be at the May Planning and Zoning Commission meeting. He stated that she will also attend an Economic Development Commission meeting to get input from the members. Mr. Horbal stated that he has several items that he would like to have included in the updated Plan. He stated that parking has always been a problem in the downtown area and he would not want any waivers given for parking. He also stated that there are problems with the railroad over pass on South Main Street and a lot of tractor trailer trucks cannot make it under that so the trucks get sent down Pearl Street which is a residential area. He also stated that there are traffic problems on West Street and something should be done about that. He stated that other towns have dog parks and they are available popular and enjoyed by many. He felt that was something that should be considered in Seymour. He also felt that commercial development along Route 34 is important but sanitary sewers are needed in that area in order to stimulate commercial growth. Mr. Messore stated that this Commission will have an opportunity and each one individually can submit their comments regarding the update to the Plan. Mr. Horbal felt that it would be advantageous to have a combined meeting with all departments on this issue. Mr. Messore asked if anyone had any specific zoning regulations that need to be changed. Mrs. Averill felt that revisions should be made to allow for outdoor dining in the downtown area.

Mr. Messore presented a copy of the Economic Feasibility Study, which is a study of some of the key areas in town. He stated that recommendations could be made to Planning & Zoning Commission based on this report. It is more for long term planning and a help in facilitating planning phases. (Copy attached).

ITEM #7, Fred Messore – Economic Development Director's status update.

Mr. Messore presented his report for April (copy attached) and asked that the agenda not included specific items for him to comment on. He stated that he does not have anything to report on some items on a monthly basis. He stated that all adopt-a-spot sites have sponsors and the sponsors are responsible for maintenance of the site. He stated that he has no update on Tri Town Plaza. Mrs. Averill moved that future agendas list Economic Development Director update only. The motion was seconded by Mr. Dinka and carried unanimously (7-0).

ITEM #8 – EDC Concepts to implement remainder 2014-15 fiscal year.

The Commission discussed the signage for the parking areas in the downtown area and agreed that the signs will most likely be different sizes and different fonts depending on where the sign will be situated. There are five parking areas that will get signage.

ITEM #9 – EDC Chairman's Report.

Mr. Szuch stated that he was not present at last month's meeting and did not feel that the Commission should send the letter to the ZBA regarding the parking variance being requested for the LoPresti School property. Mrs. Averill stated that this was voted on at the last meeting and the members did vote in favor of sending the letter. The letter was reviewed and it will be forwarded to the ZBA.

ITEM #10 – Old Business – None

ITEM #12 – New Business – None

ITEM #13 – Correspondence – None

A motion to adjourn was made by Mrs. Averill, seconded by Mr. Horbal and carried unanimously (7-0).

The meeting was adjourned at 8:42 p.m. by Chairman Jon Szuch.

Respectfully submitted,

  
Maryanne DeTullio, Recording Secretary

## **Economic Feasibility Study for Seymour Parcels**

**Proposed to:**  
**Town of Seymour**

**Proposed by:**  
**Connecticut Economic Resource Center, Inc.**

**January 16, 2015**

### **Background:**

The Town of Seymour is interested in exploring the market economic feasibility of three parcels outside the downtown area: (1) 15 Franklin Street and 38 Rimmon Street (behind Stop & Shop); (2) 79-101 Bank Street and 109 River Street (former Seymour Lumber and Housatonic Wire site); and (3) 600-842 Derby Avenue (stretch of parcels).

In 2012 the Economic Development Commission completed a Downtown Action Strategy, which provides a number of useful insights about Seymour's downtown history and possibilities for its future. It will be important to incorporate the Downtown Action Strategy findings into a larger analysis that looks at regional industry trends and the feasibility of sites throughout the Town.

The Town would now like to consider the economic development possibilities for the sites, keeping in mind the demographic and economic trends, as well as any constraints of the property. To that end, the Connecticut Economic Resource Center, Inc. (CERC) is pleased to propose the following work scope.

### **Work Scope:**

CERC will approach this project in two phases with the first to identify potential uses for the sites and the second phase to communicate the results.

#### **Phase One**

For Phase One, CERC will start by developing an economic market feasibility analysis for the sites using available demographic and economic data. The market analysis will include the following methods:

1. **Define the Market Area.** Based upon commuter data, Seymour residents and employees have connections to New Haven and Fairfield counties. This two-county market area will be used for the trend analyses that follow in steps 2 and 3.
2. **Analyze Demographic Trends.** CERC will analyze the current demographic patterns to determine the area's anticipated ability to support additional enterprises. Demographic trends including population, age, race and ethnicity, education attainment, income, education attainment, housing, and commuting patterns will be gathered and analyzed with implications from the findings being drawn. Data sources include both public and private sources, such as the US Census American Community Survey, and Connecticut Office of Policy and Management.

3. **Interpret Economic Trends.** The slow economic recovery has changed the long-term prospects of a number of industries because of structural changes in the industrial mix of the state, region, and town; however recent trends indicate a growing state economy. The economic forces that may drive or hinder demand for industries will be analyzed including the effects of current economic conditions, and the identification of the current industry mix in the town and surrounding region. Industries that may be poised for growth will be determined based on employment data compared with state and national estimates.

In addition to the analysis of overall demographic and economic trends, particular attention will be paid to retail industries; to determine if there is a demand for any niche retail markets. By utilizing analyses from private vendors, an estimate can be made regarding which retail industries are under- and over-served in the area. This will explain how much of the local demand is being supplied from outside the region and whether there is an opportunity to supply some of this demand locally.

4. **Estimate Preliminary Market Potential Scenarios.** Based on the demographic and economic trends for the town, region and state, a list of industries with market potential for Seymour will be developed. These preliminary market potential scenarios will provide the base of questions for stakeholders regarding the most suitable use options for the sites (step 5).
5. **Identify Suitable Uses for the Sites.** Now that potential scenarios have been identified using quantitative data, it is time to gather qualitative input from stakeholders to see if these ideas are indeed suitable for Seymour. The qualitative input will be gathered through (1) land owner interviews and (2) a facilitated discussion with town residents.

A questionnaire for the land owners of the parcels will be created, and CERC will contact them (with approval by the town). The format for collecting this input will most likely be 3-5 interviews. The developers will be asked a series of questions about the town in general, as well as the particular sites that are being considered for development options.

Questions for the land owners will be created jointly with the town, and may include, but not be limited to, the following:

- o Which industries would be most suitable for the town?
- o With what other municipalities is Seymour similar (in Connecticut)?
- o What is the projected demand for industrial space? Commercial space? Retail space? Residential space? Distribution space? Mixed-use developments?
- o What are the constraints to development within this area?
- o What zoning requirements could be put into place to spur development?

In addition, CERC will conduct a facilitated discussion for town residents (at a location set up by the town and marketed by the town, perhaps coinciding with a Municipal Training session). Using questions similar to those posed to the land owners, the town residents would be asked about their visions for these parcels and how the quantitative findings (from steps 2, 3 and 4) complement or detract from that vision.

6. **Define Market Potential Scenarios.** Based on the demographics and economic trends, and qualitative owner and resident inputs, scenarios of industries and uses with the best market potential for the three identified parcels will be defined.

### **Deliverables:**

CERC will prepare a comprehensive report analysis with supporting tables and charts that highlights the key findings from the demographic and economic trend analyses, interviews with land owners, and insights from the facilitated discussion with the residents.

### **Timeline:**

The project will be completed within 12-16 weeks from a project start date. CERC will notify the client if the timeline needs to be revised based on the time it takes to schedule the interviews with the land owners.

### **Budget:**

|                                                      |                 |
|------------------------------------------------------|-----------------|
| Define the Market Area.....                          | \$0             |
| Analyze Demographic Trends.....                      | \$5,500         |
| Interpret Economic Trends.....                       | \$6,500         |
| Estimate Preliminary Market Potential Scenarios..... | \$1,500         |
| Identify Suitable Uses for the Sites.....            | \$7,500         |
| Define Market Potential Scenarios.....               | \$3,000         |
| <b>Total Project Budget: Phase One</b> .....         | <b>\$24,000</b> |

### **Phase Two**

For Phase Two, CERC will present the results from Phase 1 at a public, town-wide venue to gather additional support and to provide information to the residents and business owners.

In addition, CERC has been a Department of Administrative Services-approved marketing vendor since 2002, and offers competitively-priced, comprehensive marketing services to augment your economic development efforts - from printed materials to red-carpet tours, special events, web sites, and more. As the economic development community's most integrated marketing agency, CERC has developed communications and promotional strategies that target specific audiences, maximize budgets, and enhance outreach. CERC has assisted communities to strategically communicate the importance of development and development projects. For this project, CERC can help town officials put the project development strategy within the town context, presenting key information about how the development provides benefits to the town and its residents. CERC can work with the town to develop a communications plan and assist with community outreach in phase two.

Deliverables, timeline and budget for Phase Two can be developed upon request by the town.

## **Qualifications**

CERC is a nonprofit corporation and public-private partnership that provides objective research, marketing and economic development services consistent with our mission of making Connecticut a more competitive business environment.

With proven, relevant expertise, CERC provides clients with the knowledge and insight they need to gain a competitive advantage. CERC offers a complete range of services – from strategic planning, data gathering and communications, to outreach, site selection and business assistance. Through our accomplished, professional staff, commitment to customer service, and connection to a network of strategic partners, CERC has earned a reputation for excellence in Connecticut's economic development community.

Here are just some of the ways we can help:

### **Research**

CERC provides objective research to gauge Connecticut's competitiveness and create a more prosperous state for residents and businesses. Whether you're trying to identify industries with the best growth prospects or looking for a greater understanding of market dynamics, regional economic change or industry growth, CERC's research team has the data and insight at the local, national and global levels. Clients use CERC to:

- Obtain demographics, town profiles and benchmark statistics
- Research and analyze business and industry data
- Identify a community's competitive strengths and weaknesses
- Target industries and companies that complement existing business base
- Determine the fiscal impact of any proposed projects, whether retail, commercial, industrial, housing or mixed use
- Conduct economic impact analyses
- Plan and implement business surveys

### **Marketing**

CERC has competitively-priced, comprehensive marketing services to augment any economic development initiative. CERC's marketing team can assist clients in developing communications and promotional strategies that integrate with current efforts, maximize budgets, target specific audiences and enhance outreach.

CERC has been a Department of Administrative Services approved marketing vendor since 2002. From printed materials that command attention to red-carpet tours, special events, web sites, and more, CERC is the economic development community's most integrated marketing agency. Clients use CERC to:

- Deliver results-driven statewide marketing campaigns

- Develop and execute marketing strategies
- Conduct a SWOT analysis, market research and results-based metrics
- Produce highly creative, cohesive branding and tactics
- Coordinate events and web-based promotions
- Reach target audiences, including public relations

### ***Economic Development***

CERC is renowned for its economic development resources to promote Connecticut as a prime business location. CERC works with state, regional, local and utility partners to market Connecticut and foster economic growth by assisting with the following:

- Identify development best suited to communities
- Promote real estate
- Link clients to extensive public and private resources

CERC is a pioneer in the development of programs, technologies and capabilities to support effective economic development, including these free tools:

- **Connecticut's Business Response Center** – The state's call center for businesses starting, expanding or relocating in Connecticut, providing information on public and private business assistance programs.
- **CERC ProgramFinder®** – An online, searchable database of state, federal and private assistance programs indispensable for business recruitment and retention.
- **CERC SiteFinder®** – An up-to-the-minute, searchable database of available commercial and industrial properties in Connecticut and tools for community and demographic analysis.

### **Alissa DeJonge – Vice President of Research**

As Vice President of Research at the Connecticut Economic Resource Center, Inc. (CERC), Alissa DeJonge is responsible for the company's business and economic research services, and performs extensive research and analysis concerning state and regional issues. Her work includes industry profiles, regional and fiscal impact analyses, survey research, benchmarking and evaluation. In addition, she developed databases of demographic and economic indicators for all 50 states. She has been a guest on radio programs on WNPR, WTIC, and WDRC, in addition to television programs on FOX, CT-N, and ION, and has been quoted in various newspapers around the state, in addition to presenting workshops and seminars to statewide and international audiences. In 2010, Ms. DeJonge was selected by the Hartford Business Journal as a "40 Under Forty" recipient for contributions to her organization and community. She is the 2012 recipient of the Catherine McAuley award for service to her alma mater, Mercy High School. In 2013 she served on the Connecticut team for the National Governors' Association Making the Future for Advanced Manufacturing. In 2014 she named one of "40 Women Under 40 To Watch" from the Connecticut Women's Education and Legal Fund.

Ms. DeJonge earned her master's degree in international and development economics from Yale University and her bachelor's degree in economics from Boston College. During her career at CERC, she participated in several research courses sponsored by Oxford, Stanford and Yale Universities, as well as the Leadership Development Roundtable program for emerging nonprofit leaders in the Hartford area.

Prior to her full-time position, Ms. DeJonge worked at both CERC and the Federal Reserve Bank of Boston as an intern. She is a past president for the Hartford Area Business Economists (HABE), and chairman of the Board of Trustees for Mercy High School in Middletown. She is a member of the National Association of Business Economists, the Council for Community and Economic Research, the Northeastern Economic Developers Association, the Connecticut Economic Development Association, and Hartford Young Professionals and Entrepreneurs.

### **Carmel Ford – Research Analyst**

As a research analyst at CERC, Carmel is responsible for conducting a wide range of economic analyses, such as economic and fiscal impacts; demographic, economic and fiscal trend reports; benchmarking and best practice studies; surveys and more.

She previously worked at United Technologies Corporation as a data analyst, where she conducted cost analysis of UTC contracts and examined supplier spend and competitiveness data. Prior to UTC, Carmel gained valuable experience as an intern at the U.S. Department of Commerce, analyzing large data sets and creating a forecasting model of U.S. Commercial Service export successes. She also worked at JP Morgan Chase as an investment data operations specialist and had an internship at Fidelity Investments.

Carmel holds a M.A. in International Economics and Finance from Brandeis International Business School and a B.A. in Economics with a minor in International Relations from Simmons College. She studied abroad in Fortaleza, Brazil during her undergraduate studies and was honored with the Hassenfield Fellowship in Cuba, *Economics in Transition*, during her post-graduate years. She is a member of C2ER- the Council for Community and Economic Research and the World Affairs Council.

### **Matthew Ross - Economist**

As an economist at CERC, Mathew Ross is responsible for conducting a wide range of economic analyses, such as economic and fiscal impacts; demographic, economic and fiscal trend reports; benchmarking and best practice studies; surveys and feasibility studies.

He received a Bachelor of Arts in Economics and a Master of Arts in Regional Economic Development from the University of Massachusetts and is currently a Ph.D. candidate in the Economics Department at the University of Connecticut. His research introduces a dynamic task-based framework to the demand side of occupational employment matching and utilizes elements from labor, regional, and macroeconomics. He has taught several undergraduate courses while attending the University of Connecticut including principles of macroeconomics, money & banking, and monetary policy.

Matthew is currently an affiliated researcher with the Center for Industrial Competitiveness and the Academic-Industry Research Network. He has previously worked in a research capacity at the Connecticut Department of Labor, the Office of Tax Policy Analysis in the Massachusetts Department of Revenue, and in the office of congresswoman Nikola Tsongas. He has had the opportunity to apply his advanced training in econometrics and policy analysis at CERC and previous organizations.

Matthew has participated in projects focusing on a variety of topics including optimal tax policy, program evaluation, retail location analysis, evaluation of randomized control trials, and the assessments of disparity in government programs. Matthew was a collaborating author on a report for the International Labour Organization entitled United States Skills for Green Jobs. He has presented his research at the U.S. Census Bureau, New England Sociological Association, the Boston Foundation, and the National Neighborhood Indicators Partnership. He is a member of the American Economic Association, National Association of Business Economists, and American Planning Association.

### **Robert W. Santy - President and CEO**

Robert W. Santy has enjoyed a 35-year career in a variety of positions at the intersection of business, the economy and public policy. He currently is President and CEO of the Connecticut Economic Resource Center, Inc. (CERC), a statewide nonprofit public-private partnership that provides economic development services consistent with state strategies, leveraging Connecticut's unique advantages as a premier business location. Mr. Santy also is playing a leadership role in the Open Data movement, advocating greater public accessibility to data, as chair of the Connecticut Data Collaborative steering committee.

Prior to joining CERC in 2007, Mr. Santy served as president of the Regional Growth Partnership in New Haven, a not-for-profit collaborative economic development corporation serving the 15 communities of south central Connecticut. At the RGP, he worked with the chief elected officials and business leadership to establish and implement economic development strategies to improve the competitiveness of the region and support solutions to economic issues – including tax reform, economic development, affordable housing and competitiveness. Mr. Santy has authored numerous public policy proposals designed to improve Connecticut's competitiveness which have seen action in the Connecticut Legislature.

Previously, Mr. Santy was vice president of the Connecticut Capitol Region Growth Council and project director for the MetroHartford Millennium Project, the first comprehensive economic development strategy for the 29 towns of the capital region. From 1992 through 1995, Mr. Santy served as deputy commissioner of the Connecticut Department of Economic Development in the Administration of Governor Lowell P. Weicker, Jr. At DED he helped develop new programs to provide incentives to retain and attract companies to the state. He also managed implementation of a multi-million dollar award-winning economic development marketing program.

developed a strategic plan for UCONN's Center for Marine Science and Technology, led creation of the Connecticut Award for Excellence, and worked with the utility partners to create CERC.

Prior to beginning his economic development career in Connecticut, Mr. Santy served in the nation's capital for more than 15 years holding a variety of positions ranging from coordinator of special programs for Senator Lowell Weicker to the assistant administrator and chief of staff for the U.S. Small Business Administration during the Administration of President Ronald Reagan. In addition, he was the senior manager, director of Government Relations and Small Business Affairs for Deloitte and Touche, where he was responsible for firm relations with the federal government and for development and implementation on firm positions on public policy issues.

Mr. Santy recently was invited to sit on the Regional Plan Association's Committee on the Fourth Regional Plan, which is a comprehensive, long-range strategic plan for the NY-NJ-CT metropolitan area. Additionally, he holds a number of leadership positions with community organizations including board secretary for the Connecticut Institute for the 21st Century, Chairman of the New Connecticut Foundation, Treasurer of the New Haven Symphony Orchestra and the New Haven Chorale, trustee of the Eastern States Exposition, and board member of the Connecticut Main Street Center. He has a BA in American Civilization and an MBA in Business, Economics and Public Policy from The George Washington University.

#### **Erron Smith - Manager of Real Estate**

As the Manager of Real Estate for CERC, Erron Smith is responsible for managing CERC SiteFinder®, Connecticut's local source for commercial real estate and demographic data to help businesses analyze a potential investment. He develops and executes the marketing and sales strategy for SiteFinder members and users, and oversees the dynamic, IEDC award-winning CTSiteFinder.com, as well as social media platforms. He serves as the SiteFinder quality assurance point of contact and represents CERC and the state of Connecticut at Roundtables, trade shows and other economic development events. Mr. Smith assists with member outreach and communications, as well as with planning the annual CERC SiteFinder Showcase and site tours for site selection consultants. He is responsible for researching and selecting commercial real estate properties suitable for business relocation and expansion needs and works on responses to RFI inquiries. In addition, he conducts webinars and web site training sessions for municipalities, regional groups, and commercial real estate brokers.

Prior to CERC, Smith was Senior Branch Account Executive at CitiFinancial in Hatboro, Pennsylvania. Mr. Smith earned his bachelor's degree from Temple University, Fox School of Business with a concentration in Human Resource Management. He is a member of the Connecticut Economic Development Association (CEDAS) and served on the Connecticut State Marshal Commission from 2009 - 2012.

# TOWN OF SEYMOUR

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## **EDC APRIL 2015 REPORT**

- 4/7 Spoke with Chet Sobotka, owner of 111 Bank St regarding Route 67 Road Improvements
- 4/9 attended GVCC ED Breakfast Event at Thule where Kurt gave a State of Town update to attendees
- 4/9 Met with Larry Janesky about future growth and recent purchase of 81 Silvermine Rd. Also he inquired on Town Owned 83 Silvermine Rd former Landfill property which I discovered has a long term Land Lease with Haynes Construction
- 4/13 Haynes Construction is asking for signage assistance for property on Franklin St.
- 4/13 Spoke with Meghan Melay, Thule HR requesting if a sign could be placed for Job Openings. I spoke with Bill Paecht and this requested is not allowed
- 4/14 Spoke with Kristie Quealy from McElroy, Deutsch, Mulvaney & Carpenter LLP requesting a copy of the Lease between the TOS and Haynes Construction for 83 Silvermine Rd
- 4/16 Spoke with Terry Maltese from Haynes Construction on requesting a copy of the Lease for 83 Silvermine Rd
- 4/17 Met with Nu-Age Design regarding status of Adopt a Spot sponsor install schedule.
- 4/20 Spoke with Mike Joyce from Milone & MacBroom regarding setting date for Greenway Trail Design Kickoff meeting for Preliminary Design
- 4/21 Tour with Larry Janesky of Basement Systems of Industrial Park Sign Locations and discuss a partnership with his Company to assist in the Design due to having a tremendous graphic design department and other resources to help expedite the process remedy the failed work of the previous Vendor awarded the project back in 2012
- 4/23 Met with Jon Allen regarding Allen Industrial Park on Silvermine Rd
- 4/28 Met with Joanna Rogalski, NVCOG, to discuss Plan of Conservation and Development (POCD) and tour the Downtown and Silvermine Industrial Park
- 4/28 Facilitated Kickoff Meeting with Milone & MacBroom, Kurt Miller, Anthony Caserta, TOS PD staff and Michael Dion from VN Engineers (Electrical/Lighting Design)



*A Small Town for Big Business*