

**TOWN OF WOODBRIDGE
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
Thursday, June 23, 2016 – 7 pm
Central Meeting Room
11 Meetinghouse Lane**

Attendance: Vice Chair-Jamison Scott, Yaron Baitch, Jeremy Rosner, Kate Brown

Unavailable: Chair-Jody Ellant, Herbert Mendelsohn, Robert Leonard

1. Jamison Scott called meeting to order at 7:05 pm. There was no quorum; no motions were made.

2. **May Minutes:** Minute approval deferred.

3. **Public Comment:** None

4. **Synergies/Promoting Woodbridge:** Invited guest Dennis G. Bollier, Founder and CEO of Employee Health Matters, LLC., discussed his business. It is a CT based Wellness Solutions Company that customizes wellness strategies to the specific needs of a business based upon its corporate culture. The company's goal is to help businesses think in new ways about its employees' wellness. Through elevated morale, reduced absenteeism and a more energized workforce, improved performance is expected with a positive impact on profitability. (DBollier@EmployeeHealthMatters.com; www.EmployeeHealthMatters.com.)

Ellen Eisenberg, Business Owner of Red Barn was unable to attend the EDC Meeting as she is in the process of relocating her business within Woodbridge (ellen@redbarnwoodbridge.com; www.redbarnwoodbridge.com).

5. **Networking: Recap and Takeaways:** The EDC Commissioners that attended the Woodbridge Business Expo (held June 4th) reported the Expo Set-up was terrific and the Expo provided great business-to-business networking opportunities. Foot traffic was a challenge.

Jeremy Rosner attended the Selectman's Business Sector Meeting for Woodbridge Restaurants and Retail Businesses (held May 18th). It was noted the Business Sector Meetings are a great venue for common businesses to network. Café Blake was the only business that attended the meeting. It was noted that all Woodbridge restaurants and retailers were called prior to the meeting in follow-up to the local, front-page newspaper article highlighting the meeting date and time.

6. **Synergies:** Jamison Scott noted three upcoming events Commissioners might like to attend: CEDAS Academy Webinar- [Invigorating Cities and Downtowns: Publicly, Socially, Economically](#), July 6, 2016, 11:30 am - 12:30 pm; DOT Woodbridge Safety Analysis Meeting, July 15, 2016, 8:30 am - about 1:00 pm; NEDA's 60th Annual Conference in New Haven (Omni Hotel), [Transportation at the Crossroads: The Economic Developers Road Map](#), Sept. 11-13, 2016.
7. **Synergies:** Jamison Scott noted that he ordered 8 copies of a new magazine publication, *2016 Doing Business in Connecticut*, for the EDC Commissioners.
8. **Woodbridge Village Associates, LLC:** It was noted that the application for proposed changes to the approved Bradley Road zoning would be addressed at the Town Plan and Zoning Commission Special Meeting scheduled for Monday, June 27, 2016 at 7:30pm in the Café of the Center Building. The request is to change from a 55 and older community to a community without age restrictions.
9. **STEAP Grant:** Wayfinding Sign Project is ongoing. It was noted that an architectural firm and a design firm partnered together to work on this project.
10. **Zoning Preference Surveys:** It was noted that three Zoning Preference Surveys are available to Woodbridge residents and Woodbridge business community members to help create a vision for the Woodbridge Village and Business District. The first 2 surveys are currently available online through the Woodbridge Town website. The 3rd survey will be available July 5th. All three surveys may be completed online through the end-of-August.
11. **Bus Route Extension to Bradley Road:** Jamison Scott noted Woodbridge businesses and staff are very interested in this project. Yaron Baitch agreed with the importance of this project especially for fellows and student interns working in the Business District who may not own cars.
12. **Promoting Woodbridge/Business Outreach:** Jeremy Rosner reported two new businesses moving to Woodbridge from local communities: Eagle Agency Services and CORE Chiropractic & Rehabilitation. It was noted that there is limited available business space in Woodbridge.
13. **Promoting Woodbridge/Business Outreach:** New Business Packet updates to be discussed at future meeting.
14. **Promoting Woodbridge:** It was reported the third annual Taste of Woodbridge will kick-off the first Woodbridge Concert on the Green on July 5, 2016 (Cold Spring Harbor, Billy Joel tribute band). It was reported that all Woodbridge restaurants/caterers were contacted for the event and six establishments will participate.

15. **Promoting Woodbridge/Fall Festival:** Kate Brown confirmed the fall festival name is Fallapalooza and reported the celebration will begin the end-of-September with Restaurant Week followed by the October 1st Road Race and a variety of planned activities throughout October possibly into the first week of November. Kate will provide a list of events with dates to be included for discussion at the EDC meeting.
16. **July EDC Meeting:** It was confirmed the July 19th EDC Meeting will be held at the Woodbridge Concert on the Green for Commissioners to promote Economic Development and Fallapalooza. (Table and chairs for Commissioners will be provided.) Table promotion materials considered include: Woodbridge Preference Survey Information; DOT Improvement Plan (Exit 59 area); Conservations Development Plan; Yale Urban Design Workshop Information. It was noted that there will a July Agenda. The extent of July minutes will be clarified.
17. Meeting ended at 8:05 pm.

Respectfully submitted: Toni Belenski