

TOWN OF WOODBRIDGE
ECONOMIC DEVELOPMENT COMMISSION
Meeting Minutes
Thursday, September 8, 2016 – 7 pm
Woodbridge Town Hall-Central Meeting Room
11 Meetinghouse Lane

Attendance: Chair- Jody Ellant, Vice Chair-Jamison Scott, Yaron Baitch, Herbert Mendelsohn, Kate Brown

Unavailable: Jeremy Rosner, Robert Leonard

1. Jody Ellant called meeting to order at 7:08 pm.
2. **July & August Minutes:** Jody Ellant motioned to approve July and August meeting. Yaron Baitch seconded. All in favor.
3. **Invited Guest:** Ellen Scalettar, First Selectman, thanked the EDC members noting their ongoing efforts to attract new businesses to Woodbridge and the importance of thanking the existing Woodbridge business community through events like the EDC Business Breakfast. Ellen Scalettar also noted the Town is working on various projects with focus to enhance the Woodbridge Business District. Projects include: improving Town signage, enhancing pedestrian and bike safety, addressing traffic and transportation as well as the aesthetics of the business community.
4. **Bus Route Extension to Bradley Road:** Yaron Baitch and Jamison Scott commented on the importance of extending the bus route to the Woodbridge Business District. A bus route into Woodbridge would encourage employment as well as address transportation for college students participating in winter and summer internships at Woodbridge businesses. Yaron Baitch noted that his company has 4-5 summer/winter interns each year. The idea of surveying businesses to determine the number of employees using public transportation was discussed as a way to move the project forward. Surveying area residents was also discussed.
5. **Heroes Tunnel Public Informational/Scoping Meeting:** Jody Ellant noted the DOT Meeting to discuss the Heroes Tunnel Rehabilitation is set for Thursday, September 22nd at the Woodbridge Senior Center. (See attached DOT hand-out detailing project scope.) Ellen Scalettar mentioned that the DOT is currently involved with various Town projects adding that they have been very responsive. The First Selectman encourages the various DOT Project Teams to be in communication with one another as they work through the many different Woodbridge projects.

The First Selectman noted that funding is in place to alleviate traffic by Starbucks on Litchfield Tpke. The DOT indicated project completion by 2018. Additionally, DOT indicated the Exit 59 On/Off Ramp Project will be completed by 2019.

6. **DOT Woodbridge Safety Analysis Meeting:** Toni Belenski gave an update on the July 15th Safety Analysis Meeting. It was noted that DOT staff along with Town staff and volunteers walked through the Woodridge Business District. Based on the assessment, the DOT will put together a short-term and long-term plan focused on pedestrian and bike safety.
7. **STEAP Grant-Wayfinding Sign Project:** Jamison Scott previously reported on the first Wayfinding Sign Meeting. A second meeting is being scheduled. The initial meeting surrounded a broad range of concepts including: point-of-entry signs, different sign types, sign height given New England winters, solar lighting and image. Two firms are working together on creative and sign design. Ellen Scalettar noted the Grant money covers sign design, but currently there are not funds for the physical signs.
8. **Zoning Preference Surveys:** Jody Ellant reported the Preference Surveys closed August 31st. The TPZ consultant working on the project, Leslie Creane, will use the survey information to make recommendations to the Town.
9. **Fallapalooza:** Kate Brown provided an update on Fallapalooza mentioning that there are activities throughout October, many of which are at local businesses. Kate noted that businesses are welcome to host a Fallapalooza event and can reach out to her. Kate indicated that throughout October a "Where is Woody?" Event will take place which is designed to bring foot traffic to Woodbridge businesses. A "passport" will be given out identifying the Woodbridge businesses where Woody, the scarecrow, can be found. Anyone who visits all the businesses and presents a completed passbook will be eligible to win raffle prizes. Kate mentioned Fallapalooza Events will be highlighted on posters and hand-outs throughout Woodbridge. Below are some events.

10/1: Road Race: Registration begins at 8 am. 1K Fun Run-9 am, 5K Race-10:30 am.

10/1: Darling House Tag Sale, 8 am- 2 pm.

10/5: Business After Hours & Scarecrow Build hosted by Solun Tapas Bar, 5-6:30pm.

10/6: Marrakech Health & Wellness Fair at the JCC, 9:30 am- 12:30 pm.

- Fair is open to the public. Woodbridge businesses along with a variety of other businesses will be in attendance.

10/8: Massaro Family Fun Day, 1-5 pm. (Rain date: 10/9)

10/16: Darling House Open House & Hearth Cooking, 2-4 pm.

10/20: Fashion Show at Coachman Square, 6 pm.

- Red Barn, Pamela Hirth Designs & Woodbridge Running Company are among Woodbridge businesses participating along with various other businesses such as Material Girl and Lucky Ewe. Food will be available as well.

10/29: Pampered in Pink at Progressions Salon, 8:30 am-4:30 pm.

- Fund raiser for breast cancer.

10/31: *Volunteer Fire Association's Truck or Treat, 5-8pm.*

10. **Fallpalooza-Restaurant Week:** Toni Belenski provided a summary update (attached) noting the event will take place the last week of Fallpalooza (10/24-10/28) and that nine restaurants will participate in the event with the hope that one or two additional businesses will join. The attached summary includes: participating restaurants, menu pricing and the plan for promoting Restaurant Week.

Regarding promotion of Woodbridge Restaurant Week, it was noted that CT Restaurant Week will post the Woodbridge Event dates along with a link to Woodbridge Restaurant Week Menus as well as mention the event on Twitter and their Facebook at no charge. Also, the Woodbridge Town Website will link to the Woodbridge Restaurant Week Menus and mention the event on the Town Facebook.

The EDC was advised that for approximately \$400, Restaurant Week could be further promoted via a ¼ page local newspaper ad as well as 4X6 full color hand-outs. Price options and quantities were reviewed.

Jody Ellant motioned to approve funding for up to \$400 from the EDC budget to promote Woodbridge Restaurant Week through a ¼ full-color page ad in the Woodbridge Town News and 1000 4x6 color hand-outs. Yaron Baitch seconded. All in favor.

There was also discussion about a Restaurant Week press release which Toni Belenski will pass along to Betsy Yagla, Assistant Administrative Officer.

11. **Invited Guest:** Adrienne Micci-Smith, Business Owner of Curtain Call, is a window treatment professional whose business extends throughout Connecticut. Adrienne was awarded the Best Houzz Customer Service Award in 2015 and 2016. Adrienne addresses home owners' functional needs such as privacy, light, UV protection and insulation while ensuring she meets their decorative style. Adrienne keeps herself updated on current trends and offers a large array of fabric samples. (curtaincallct.com, 203-444-9181)
12. **Upcoming Meetings:** Jody Ellant mentioned the upcoming September meeting and webinar listed below. Jody Ellant noted that details for the EDC Outreach Business Breakfast would be discussed at the October EDC Meeting.
- NEDA's 60th Annual Conference in New Haven (Omni Hotel), **Transportation at the Crossroads: The Economic Developers Road Map**, Sept. 11-13, 2016.
 - CEDAS Webinar, **Commercial Property Assessed Clean Energy**, Sept. 20, 2016 from 3-4 pm.
13. **New Business Packet Update and Building Permit.** Jody Ellant noted that discussion will be deferred to next month giving members the opportunity to review the Draft IWA/TPZ/ZBA Application Processes Document as well as how other Towns promote their business community.
14. **Promoting Businesses and Real Estate Updates.** Discussion deferred for Jeremy Rosner to report.

15. **Other Business.** Jody Ellant noted that Robert Leonard resigned from the EDC as he moved out of Woodbridge. Also, it was mentioned that Scott Zimmerman from People's Bank may be the guest speaker for the EDC October Meeting.

16. **Public Comment.** None

17. Jody Ellant motioned to conclude the meeting at 8:35 pm. Herb Mendelsohn seconded. All in favor.

Respectfully submitted, Toni Belenski.

Everyone Is Invited To A
PUBLIC INFORMATIONAL/ SCOPING MEETING
State Project No. 167-108

Heroes Tunnel

Route 15 (Wilbur Cross Parkway) through
West Rock Ridge
Town of Woodbridge, City of New Haven,
and Town of Hamden

TO BE HELD

Thursday, September 22, 2016

at the

Woodbridge Senior Center
4 Meetinghouse Lane
Woodbridge, Connecticut

Open Forum for Individual Discussions with
DOT Officials will begin at 6:30 p.m.
Formal Presentation at 7:00 p.m.

*Residents, commuters, business owners, and other
interested individuals are encouraged to take
advantage of this opportunity to learn about and
discuss the proposed project.*

PLEASE JOIN US ON

Thursday, September 22, 2016

The meeting facility is ADA accessible.
If language assistance is needed, please contact
the Department of Transportation's Office of
Communications (voice only) at (860) 594-3062
at least 5 business days prior to the meeting.

Efforts will be made to
respond to requests for assistance.

STATE OF CONNECTICUT
DEPARTMENT OF TRANSPORTATION

NOTICE OF PUBLIC INFORMATIONAL/SCOPING MEETING

The Department of Transportation (Department) will conduct a Public Informational and Scoping Meeting concerning the rehabilitation of the Heroes Tunnel, Route 15 through the West Rock Ridge in the town of Woodbridge, city of New Haven, and the town of Hamden. The meeting will be held on Thursday, September 22, 2016 at the Woodbridge Senior Center, 4 Meetinghouse Lane, Woodbridge, Connecticut. An open forum for individual discussions with Department officials will begin at 6:30 p.m., followed by a formal presentation at 7:00 p.m.

This project is identified as State Project No. 167-108 and is included in Governor Dannel P. Malloy's "Let's Go CT" transportation plan to invest in transportation infrastructure.

The Heroes Tunnel consists of twin 1,200 foot long horseshoe-shaped tunnels, carrying two lanes of Route 15 (Wilbur Cross Parkway) traffic in each direction through the West Rock Ridge. The Heroes Tunnel carries approximately 71,000 vehicles daily and is a vital scenic connector between New York and Hartford, as well as an alternate expressway route to Interstates 95 and 91.

Structural and drainage deficiencies have been identified within the Heroes Tunnel. The general deterioration necessitates either rehabilitation or replacement. In addition to the deteriorating condition of the tunnel, other characteristics are substandard such as the electrical and mechanical utilities, all of which would be upgraded or improved through this project.

The Department has retained CDM Smith, Inc., a consulting firm with offices in New Haven, to lead the project through design. The project team recently completed a Preliminary Engineering Study where several rehabilitation alternatives were identified, including variations of tunnel rehabilitation, tunnel widening, and construction of a new third barrel.

With this initial study complete, the next phase will focus on stakeholders (area residents, public officials, commuters, or anyone else who wishes to be involved with this project) engagement, preliminary design, and environmental documentation. Design alternatives will be reassessed with consideration given to stakeholder comments. To keep the public informed, the project team anticipates launching a website and hosting a series of additional public meetings in the coming months.

This Public Informational and Scoping Meeting is being held as an initial opportunity for stakeholder participation and to allow open discussion of any views and comments the community may have concerning this proposed project.

Department personnel will be available during the meeting to discuss this project. More detailed information is available at Department's Office of Engineering, 2800 Berlin Turnpike, Newington, Connecticut during office hours, Monday through Friday 8:30 a.m. to 4:30 p.m., excluding holidays. Anyone wishing to discuss the project may contact David Cutler at (860) 594-3210 or by e-mail at David.Cutler@ct.gov.

Contact Name: David Cutler, P.E.

Contact E-mail: David.Cutler@ct.gov

Bureau: Bureau of Engineering and Construction

Fallapalooza 2016 – Woodridge Restaurant Week
(Monday, October 24 through Friday, October 28)

MEAL PRICE POINTS: Restaurants may choose to participate in lunch and/or dinner.

- \$10 Lunch (3 menu item)
- \$25 Dinner (3 menu item)
- Buy One/Get One (lunch and/or dinner)

RESTAURANT WEEK PROMOTION:

Connecticut Restaurant Week Website:

No Charge

- Woodbridge Event on Website with Woodbridge Link
(Website had over 1.6 million page view in 2015)
- Facebook & Twitter mention – one time

Town of Woodbridge:

No Charge

- Restaurant Week Link to Restaurant Menus
- Facebook mention

Hand-out for drop off to local businesses:

\$200 approx. –

- 4 x 6 1 side/full color, approx. 1700-2300 pieces -
(Depends on artwork mechanical)

***EDC funds approval required**

Woodbridge Town News - ¼ page add:

\$150 – 200 approx.

- (\$150 for B&W; \$200 for color)

***EDC funds approval required**

NOTE: EDC Printing & Binding Budget is \$500.

PARTICIPANTS TO DATE:

- Blue Check Deli
- Café Blake
- Grimaldi's
- Solun Tapas Bar
- Spice is Right
- Subway
- Thai Stories
- Village Café at the JCC (partial week due to religious holidays)
- Woodbridge Social