

**TOWN OF WOODBRIDGE**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**MONTHLY MEETING MINUTES**  
**Thursday, October 13, 2016 – 7 pm**  
**Woodbridge Town Hall-Central Meeting Room**  
**11 Meetinghouse Lane**

**Attendance:** Chair- Jody Ellant, Vice Chair-Jamison Scott, Jeremy Rosner, Kate Brown, Herbert Mendelsohn,

**Unavailable:** Yaron Baitch

1. Jody Ellant called meeting to order at 7:08 pm.
2. **September Minutes:** Jody Ellant called for a motion to approve September minutes. Kate Brown motioned, Jamie Scott seconded. All in favor.
3. **Synergies/Promoting Woodbridge:** Invited guest, Ellen Eisenberg recently celebrated a grand reopening of her business, The Red Barn of Woodbridge, after moving to a new location at 245 Amity Road in Woodbridge. Ellen Eisenberg described her business as a lifestyle boutique concept. The store offers clothes, shoes, jewelry and accessories as well as greeting cards and various gift items. The Red Barn's new location is modern, efficient and a quality space. Ellen Eisenberg noted the businesses in the plaza promote one another and the location generates walk-in traffic. The Red Barn's clients come from all over the state. <http://www.redbarnwoodbridge.com>; [ellen@redbarnwoodbridge.com](mailto:ellen@redbarnwoodbridge.com)
4. **STEAP Grant: Wayfinding Sign Project Update:** Jamison Scott noted that the Town's Wayfinding Committee along with design consultant (CR3 of Simsbury) and sign manufacturer (Laurentano Sign Group) created two wayfinding sign concepts (New England Arbor and New England Post). Design Concept Boards are on display at the Woodbridge Town Library for resident feedback. Residents may complete the paper surveys at the Town Library or submit feedback online. Once the preferred concept is identified, sign creation cost will be obtained. It was noted that the STEAP Grant covers sign concept only. Funds are not available for creation of the physical signs.
5. **Networking:** EDC members were not available to participate in last month's NEDA Conference and recent CEDAS Webinars.
6. **Synergies/Upcoming Meetings:** Jody Ellant brought up the idea to coordinate an EDC Outreach Breakfast. The idea to have a Real Estate Forum with a panel addressing both commercial and residential points of view was discussed. It was noted that the quarterly after hours networking socials have been well received by the business community.

7. **Heroes Tunnel Update:** Toni Belenski noted the DOT Public Informational/Scoping Meeting held on September 22<sup>nd</sup> discussed the Heroes Tunnel Project (Tunnel Rehabilitation, Route 15 through the West Rock Ridge in Woodbridge, New Haven & Hamden). To repair of the tunnel's structural and draining deficiencies along with general deterioration, the DOT presented different alternatives including: tunnel rehabilitation, tunnel widening and construction of a third tunnel. The DOT noted they plan to keep the Woodbridge, Hamden and New Haven communities updated throughout the project and welcomes residents' comments through October 7.
8. **DOT Woodbridge Safety Analysis Meeting Update:** Based on the July 15<sup>th</sup> Safety Analysis Meeting, Toni Belenski reported the DOT will provide recommendations pertaining to pedestrians and bike safety for the Town to consider.
9. **Bus Route Extension to Bradley Road:** Toni Belenski reported that CT Transit was contacted with regard to extending their bus route service closer to the Woodbridge Commercial Park (Litchfield and Bradley). CT Transit advised that the first step would be to submit the request via email. The EDC Commission requested the draft service request email be circulated to its members prior to being submitted to CT Transit.
10. **Promoting Businesses and Real Estate Updates:** Jeremy Rosner reported that there is not a lot of available space in Woodbridge noting there is some small and medium size office space available.
11. **New Business Packet Update:** Discussion was deferred to next month's meeting.
12. **Fallapalooza Update.** Kate Brown reported the successes of the Fallapalooza Events that took place the first half of October. It was noted that retail pop-ups will be at next week's Fashion Show and Sylvia's Attic Tag Sale was rescheduled to Saturday, October 22. Upcoming events are noted below. As part of the "Where's Woody?" Event, it was noted that 7 scarecrows may be found at different locations throughout Town. Completed Event Passports are to be dropped off at Coachman Square for raffle prize eligibility.

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

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

10/22: Sylvia's Attic Tag Sale at the Darling House, 8 am-2 pm.

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

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

13. **Fallapalooza-Restaurant Week:** Toni Belenski reported that Restaurant Week postcards were distributed to: participating restaurants, Woodbridge Town Departments, several Woodbridge retail stores as well as the other Fallapalooza Events to cross-promote. Posters were also created and are being distributed to the participating restaurants. It was noted that the Restaurant Week Menus may be viewed on the Town website.

14. At 8:36 pm, Jody Ellant called to adjourn the meeting. Herb Mendelsohn motioned. Kate Brown seconded. All in favor.

Respectfully submitted, Toni Belenski.