

TOWN OF WOODBRIDGE
ECONOMIC DEVELOPMENT COMMISSION
MONTHLY MEETING Minutes
Thursday, November 10, 2016 – 7 pm
Woodbridge Town Hall-Central Meeting Room
11 Meetinghouse Lane

Attendance: Chair- Jody Ellant, Vice Chair-Jamison Scott, Jeremy Rosner,
Kate Brown (arrived 7:20),

Unavailable: Herbert Mendelsohn, Yaron Baitch

1. Jody Ellant called meeting to order at 7:05 pm.
2. **Synergies/Invited Guest:** Leslie Creane of Creane and Co. LLC, consultant for Woodbridge TPZ, presented highlights from the proposed DRAFT Zoning Regulations that are currently available on the TPZ page of the Town website. The proposed zoning regulations relate to developing a mixed-use downtown village with a New England architecture that creates a “place” to live, shop and conduct business while helping to increase tax base. It was noted that a mixed-use downtown with appropriate zoning creates an environmentally and financially friendly community that is appealing to developers.
3. **October Minutes:** Jody Ellant called motion to approve October Minutes. Kate Brown motioned. Jamison Scott seconded. All in favor.
4. **Network Meetings:** Jody Ellant noted the upcoming Dec. 15th workshop to be held in Shelton, "Check Yourself – How is your Town doing on Economic Development?" Registration is required.
5. **2017 EDC Meeting Schedule:** Jody Ellant called motioned for a 13th month meeting schedule starting January 2017 through January 2018 where monthly meetings are to be held the 2nd Thursday of the month with the following exceptions: April meeting to be held on either April 6 or 20 depending on meeting room availability; July meeting to be held on Tuesday July 25 at concert location; no meetings for August or December. Jamison Scott motioned. Jeremy Rosner seconded. All in favor.
6. **Synergies/Upcoming EDC Meetings:** Jody Ellant proposed the Real Estate Forum take place once the proposed Zoning Regulations become final. This will allow Leslie Creane to be a part of the panel to address zoning regulations.

7. **DOT Woodbridge Safety Analysis:** Toni Belenski noted that the Town is in receipt of DOT Document that includes short/long term pedestrian and bicycle safety solutions. The document is a mix of technical and practical solutions, some of which are easy to implement while others are complicated because they involve state roads and are costly. The Town has acted on those safety recommendations requiring escalation to the State.
8. **STEAP Grant-Wayfinding Sign Project:** Jamison Scott provided updates from the Nov. 9th Meeting. Maps were reviewed showing proposed locations for gateway and secondary signs. The best way to place Woodridge gateway entry signs are still under consideration. Jamison Scott noted that funds are not available to create the signs but noted the possibility of using sponsors to help to offset expense.
9. **Bus Route Extension:** Toni Belenski noted that an initial Service Request was made to CT Transit to extend the existing bus route to include a stop in the Woodbridge Commercial District. It was noted that CT Transit will review all service requests in February 2017 to determine feasibility based upon cost and projected revenue. The Town must submit additional information to CT Transit for their review. The existing bus stops into Woodbridge were reviewed (B2 & B3 Lines) along with a survey intended to ascertain the information required CT Transit. The Town will work with Jody Ellant to move the project forward.
10. **Businesses and Real Estate Updates:** Jeremy Rosner noted a print media business, Pixels2Press, will be moving from Norwalk to Woodbridge in the Selden Road Plaza. Additionally, it was noted that the old Wheelers location is the only open Restaurant space in Woodbridge. While there is not a lot of space available in Woodbridge, Jeremy Rosner noted that the following locations have space available: 245 Amity Rd.; 1764 Litchfield Turnpike; 1 Bradley Rd.; and the Wells Fargo Building on Amity Rd.
11. **Fallapalooza:** Kate Brown noted that Fallapalooza was a success with great community involvement. Kate Brown noted that the Fashion Show at Coachman Square was great fun for the community and the Pampered in Pink Event held at Progressions Hair Salon was a great success. Business networking at the After Hours Event Held at Solun Tapas Bar had strong attendance as well.
12. **Restaurant Week:** Toni Belenski noted that the 10 participating restaurants were all thankful for the EDC initiative. The majority noted that mostly existing customers partook in Restaurant Week with only a handful of new customers. Three businesses ranked restaurant week as being quite successful noting a significant increase in new business/meals served. It was noted that for next year, postcards/advertisements should highlight the fact that not all restaurants serve lunch and dinner. Possible ideas for helping promote new business at different times of the year were mentioned (Small Business Saturday during Thanksgiving weekend, Plaza events, other scavenger hunts involving restaurants).

13. **Woodbridge Website:** Toni Belenski mentioned that the Town took the initiative to scrub the business list that was on the website. As a first step, each business name was googled to update incomplete information and remove closed businesses. As next steps, the scrubbed list will be compared to the Assessor's List (currently being updated) so that any differences may be researched and then the scrubbed list will be published on the website. At that time, an email will be sent to businesses requesting them to review the website information for accuracy.
14. **New Business Packet Update:** Discussions deferred to another meeting.
15. **DOT Heroes Tunnel:** Discussions deferred to another meeting.
16. **Other Business:** No additional business was discussed.
17. **Public Comment:** No public comment.
18. At 9:05 pm, Jody Ellant called to adjourn meeting. Jamison Scott motioned. Jeremy Rosner seconded. All in favor.

Respectfully submitted, Toni Belenski.