

TOWN OF WOODBRIDGE
ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
Thursday, March 9, 2017 – 7 pm
Woodbridge Town Hall-Central Meeting Room
11 Meetinghouse Lane

Attendance: Vice Chair-Jamison Scott, Kate Brown, Yaron Baitch, Viviana Livesay

Unavailable: Chair- Jody Ellant, Herbert Mendelsohn, Jeremy Rosner, Evan Trachten

1. Jamison Scott called meeting to order at 7:03 pm. He announced that Viviana Livesay and Evan Trachten were appointed to fill the EDC vacancies at the Board of Selectman Meeting held on March 8th. Viviana Livesay was welcomed to the meeting. She was sworn into office prior to the meeting.
2. **January Minutes:** Approval was deferred. There was no quorum as Viviana needed to abstain from voting since she was not a part of the EDC at that time.
3. **Synergies/Promoting Woodbridge:** Invited guests Bob Ardolino and Ed Belenski, business owners of Pixels2Press discussed their print media business which recently moved from Norwalk to the Selden Plaza in Woodbridge. As Media Specialists, they offer a wide array of services including digital photography, retouching, photo composition, point-of-purchase/point-of-sale displays, prototype packaging, tradeshow graphics/displays and large format printing. Ad agencies, marketing firms, corporations, catalogers, publishers, printers as well as art galleries and photographers are among the businesses they partner with to move a creative idea each step of the way from concept to creation. Pixels2Press prides itself on its exceptional customer service and never missing a deadline resulting in long-lasting, partnering relationships. Most recently Pixels2Press successfully expanded into the retail market with focus on creating customized family memory boards and working with High School sports teams to create customized sports banners for individual players and teams.
(www.pixels2press.com; 203-642-3740)

Invited Guest Karen Waterman, Amity Regional High School - College & Career Counselor, UConn ECE Site Rep, discussed the Amity Regional High School internship program. Karen has worked at Amity Regional High School for five years and has seen the program flourish over the last several years. In her role, Karen partners with the business community for the purpose of internship placement. Taking on an intern is a big commitment for businesses as the intern must work a specified number of hours over an approximate three week period beginning mid-May through the beginning of June. Internships are taken seriously so that it is a win for the businesses and students. The program is designed to have students understand the job search process and gain employment experience. High School seniors must apply for internships by submitting a resume reflecting their experiences. Grade point average and good standing criteria must be met for students to participate. Woodbridge

businesses interested in an internship arrangement may contact Karen Waterman or Paula Vallie at the Amity Regional High School, 203-397-4836.

4. **EDC Budget (2017/2018):** Jamison Scott noted the proposed \$4300 EDC budget is under Board of Finance review. The budget could change following the April 17th Preliminary Budget Hearing.
5. **Synergies/Network Meetings:** The February 16th webinar, “Innovations in Workforce Development” was not attended. Jamison Scott noted another CEDAS webinar, “Activating Third Places: Maker and Co-Working Spaces”, is scheduled for April 13th, 11 am to noon. Additionally, the 2017 Economic Development Forum will take place Tuesday, March 21, 2017 at Infinity Hall Hartford (32 Front St.) from 8:00 am-3:15 pm.
6. **Synergies/UI’s Small Business Energy Advantage Program:** The March 15th UI Energy Efficient Workshop was cancelled due to attendance. Small businesses may call 877-WISEUSE for a free energy assessment. UI will create a proposal of recommendations for the business to move forward with, if they so choose.
7. **STEAP Grant- Wayfinding Sign Project:** Jamison Scott provided an update noting that there is a small task force focusing on locations and appropriate size for wayfinding signs. The Exit 59/Litchfield Tpk. Intersection was recently reviewed. The task force is mindful of uniformity and pedestrian focus for Welcome, Information and Directional Signs.
8. **Upcoming EDC Meetings:** Jamison Scott noted that the upcoming Business-After Hours Networking Event will be held at the Woodbridge Social on Wednesday, April 19th, between 5-6:30 pm. The idea of hosting a Real Estate Forum will be deferred until the new Town zoning regulation are finalized. As an alternative, the idea to promote Woodbridge, health-related businesses was discussed. The feasibility and logistics of this idea will be further explored.
9. **Greater New Haven Economic Activity Report:** The report, prepared by the New Haven Economic Performance Laboratory in association with the University of New Haven, was distributed to EDC members by Jamison Scott. The report highlighted New Haven’s economic performance.
10. **Businesses and Real Estate Updates:** While Jeremy Rosner was not at the meeting to provide a complete real estate update, it was noted that a few new businesses were moving into Woodbridge including Antonio’s Restaurant and a new deli in the Selden Plaza.
11. **Promoting Woodbridge/Woodbridge Website Updates:** Toni Belenski reported that the Town is close to finalizing this project. To date, the Town’s business website list was updated to remove closed businesses, include missing contact information for businesses on the list and about 140 additional Woodbridge businesses were added.

12. **New Business Procedural Guide:** Jamison Scott reported that due to other projects, the procedural guide is on the backburner and remains as a placeholder on the agenda.
13. **YUDW/Bus Route Extension:** It was noted that the Town in conjunction with the EDC is hoping to extend the Woodbridge bus route deeper into the Woodbridge business area. CT Transit's next Service Review is scheduled for May. The proposed communication to be mailed to store front businesses was distributed to EDC members for review. Toni Belenski noted next steps include: communication revisions based on EDC feedback; making the survey (within the communication packet) available online for convenience to businesses as well as residents; generating mail labels.
14. **Next Meeting Date:** The next EDC meeting will be held April 6th (first Thursday).
15. **Other Business:** No additional business was discussed.
16. **Public Comment:** No public comment.
17. At 8:35 pm, Jamison Scott called to adjourn the meeting. Viviana Livesay motioned. Yaron Baitch seconded. All in favor.

Respectfully submitted, *Toni Belenski*