

**TOWN OF WOODBRIDGE**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**MEETING MINUTES**  
**Thursday, April 6, 2017 – 7 pm**  
**Woodbridge Town Hall-Central Meeting Room**  
**11 Meetinghouse Lane**

**Attendance:** Chair- Jody Ellant, Vice Chair-Jamison Scott, Kate Brown, Viviana Livesay, Jeremy Rosner, Evan Trachten, Herbert Mendelsohn (arrived a few minutes after the meeting was called to order.)

**Unavailable:** Yaron Baitch

1. Jody Ellant called meeting to order at 7:05 pm. Jody welcomed newest EDC members, Viviana Livesay and Evan Trachten. Both members introduced themselves.
2. **January and March Minutes:** Approval of January and March Minutes was deferred.
3. **Promoting Woodbridge/Invited Guests:** Invited guest Jon Peter Svendsen, business owner of Svendsen Insurance Agency, noted that the agency has been serving Connecticut businesses and residents for 70 years and has been in its Woodbridge location since 1972. As an independent agency, the firm provides competitive choices since they have long standing relationships with multiple insurance companies. Homeowners, automobile and umbrella policies as well as life and health insurance are among the many services offered. It was noted that the need for cyber liability coverage for businesses that maintain personal information has increased dramatically. The agency is located at 27 Lucy St. in Woodbridge. ([www.svendseninsurance.com](http://www.svendseninsurance.com); 203-397-3993)  
  
Invited guest Barbara Hagan-Smith from PromoWorld was not able to attend meeting.
4. **EDC Budget (2017/2018):** Jody Ellant noted that the Board of Finance proposed EDC budget is \$3800 (currently \$600 above last year's budget but subject to change). The Preliminary Budget Meeting is scheduled for April 17<sup>th</sup> and the Annual Town Meeting is set for May 15<sup>th</sup>.
5. **Network Meetings:** Jody Ellant attended the *2017 Economic Development Forum* held in March. Jody noted that the meeting was informative with two key takeaways. First, Jody mentioned that the Federal government has streamlined information to make it easier for businesses to obtain funding for a variety of business projects. Second, Tax Increment Financing (TIF) was discussed at a break-out session. A municipality must designate a specific parcel in a business area to benefit from TIF. TIF directs a percentage of tax revenues for investment to the TIF district. TIF information is available through the CT Main Street Center website.

6. **YUDW/Bus Route Extension:** The project's communication packet and surveys were discussed. The project objective is to provide CT Transit with survey results so they may assess the feasibility of adding additional bus stops within Woodbridge. It was requested that the survey be modified to include a question pertaining to GPS functionality. Additionally, it was requested that residents be made aware of the project and the online survey via Facebook and an email to residents as a way to increase survey responses. Already planned is a press release in the Woodbridge Town News as well as an email to businesses. It was noted that CT Transit may not be able to review the Woodbridge Service Request during their May review period.
7. **STEAP Grant: Wayfinding Sign Project Update:** Jamison Scott reported the committee finalized various decisions pertaining to the wayfinding signs including font type, color, sizes, locations and uniformity with pedestrian focus in mind. The design aspect of the project is in order so that the project can move forward once funding is available. The possibility of obtaining funds from sources other than a STEAP Grant is being looked into. Jamison noted that New Haven is also in the midst of a sign project and there will be coordination between the two communities for signs near the Exit 59 area.
8. **Upcoming EDC Meetings:** Jody Ellant noted that the upcoming Business-After Hours Networking Event will be held at the Woodbridge Social on Wednesday, April 19<sup>th</sup>, between 5-6:30 pm.
9. **Corner/Intersection Beautification:** Kate Brown discussed the idea of making the Woodbridge Commercial Park more appealing through plantings and landscape by partnering with businesses in the area. Both Jeremy Rosner and Jamison Scott volunteered to help in this effort. Jamison noted that there is some overlap with the Wayfinding Project. It was also noted that zoning issues should be considered with this project.
10. **Fallapalooza:** Kate Brown reported that after Marrakech looked at the Town's Center Gym, they felt the space was not large enough for their Health and Wellness Fair. Marrakech hopes to find a space in Woodbridge for their event and looks forward to working with the EDC to include more Woodbridge vendors (currently there are 9). Kate noted that if Marrakech cannot find space in Woodbridge, a smaller scale health fair with Woodbridge businesses might be possible. Initial discussions took place regarding the planning and promotion of Fallapalooza.
11. **Businesses and Real Estate Updates:** Jeremy Rosner reported that Deli Delish and Antonio's Restaurant are two recently opened businesses in Woodbridge. It was noted that there are a number of properties available for lease and sale. Burnt Bakery of Amity Road recently closed its business so this 1400 sq. ft. space is available. There are about 6 other locations on Amity Road that are available including the old Wheeler's location. Additionally there are 3 locations available on Bradley Road as well as space on Hazel Terrace and Litchfield Turnpike.

12. **Promoting Woodbridge/Woodbridge Website:** Discussions took place involving a Town video being developed by CGI, a video company, to promote Woodbridge. The video will be hosted on the Town's website for a designated period of time at no charge to the Town. Advertising opportunities are available to Woodbridge businesses as well. It was noted that the Town website will continue to include listings of Woodbridge businesses.
13. **New Business Procedural Guide:** Jody Ellant noted that the EDC is looking to create a procedure guide for companies opening their business in Woodbridge.
14. **Next EDC Meeting Date:** May 11th
15. **Other Business:** It was requested to include New Zoning Regulations as an Agenda Item going forward so progress may be discussed. TPZ meeting dates were requested.
16. **No Public Comment.**
17. At 9:05 pm, Jody Ellant called to adjourn the meeting. Herbert Mendelsohn motioned. Jamison Scott seconded. All in favor.

Respectfully submitted, *Toni Belenski*