



**TOWN OF MADISON
CONNECTICUT 06443
ECONOMIC DEVELOPMENT COMMISSION**

Approved May 14, 2009

Minutes of a regular meeting of the Madison Economic Development Commission held on Thursday, April 9, 2009, at 7:30 p.m. Madison Town Campus.

Present: Commissioners Peter Thomas, Jim Ball, Ryan Duques, Edwin Moore, Jim Satterwhite, Anne Foley, Hank Yaggi

Also present: Keith Mirante, Coastal Chiropractic and Wellness, Tom Banisch, Chem Swap

Peter Thomas called the meeting to order at 7:40 p.m.

1. Public comment. There were no items discussed under public comment.
2. Approval of minutes. On motion made by Mr. Satterwhite, and seconded by Mr. Moore, the Commission voted unanimously to approve the minutes of the regular meeting of March 12, 2009 as submitted.
3. Update report on Bradley Road Vision Study Project. Mr. Ball noted that he had attended a meeting regarding the Bradley Road Vision Study Project and he reviewed the ideas and plans for Wall Street. Issues discussed include traffic patterns including the study of safe crossing zones and clarity of signage. The guidelines will be evaluated by the Planning and Zoning Commission using the original guidelines and how the new items can be integrated before they are eventually adopted by the Planning and Zoning Commission. He noted that he will be providing members with a copy of the draft Wall Street Design Guidelines. Mr. Ball noted that there will be another meeting once changes are implemented by Planimetrics.

Mr. Thomas commented that he believes it is important that the Commission move forward with this project in a way that is more proactive rather than reactive.

Peter Thomas, Chairman
Hank Yaggi – Vice Chair
Anne Foley – Secretary

Jim Ball
Ryan Duques
Edwin Moore
James Satterwhite

Mr. Duques commented that he had understood there was going to be a meeting regarding the web page and Mr. Thomas noted that it will be important to update the web page to make important information available to local businesses. Mr. Duques noted that he has done some research and has gathered information on some very quality Economic Development Commission sites. He agrees that this is a good time to begin the planning process for an improved web site. Mr. Yaggi commented that he has some ideas which he believes will enhance the web site so he would like to be involved with this project.

After discussion, on motion made by Mr. Moore, and seconded by Ms. Foley, the Commission voted unanimously to establish a sub-committee to include Mr. Duques and Mr. Yaggi, to work on updating the Economic Development Commission web site.

4. Update report on Economic Summit. Mr. Thomas provided members with a copy of a flyer on the Economic Forum to be held on April 13 at 8:30 a.m. at Daniel Hand High School. The flyer lists the speakers. Participants are asked to RSVP by April 11.
5. Discussion on proposed position of Director Economic Development. Mr. Thomas recommended that discussion on the proposed position of Director of Economic Development be taken off of the agenda to be revisited once a year at budget time.
6. Discussion on EDC intern. Mr. Thomas noted that he has become aware of a student from Syracuse University who would like to serve as an EDC intern and wants to work for experience only. The next step is to locate an appropriate space and work out the intern's defined role. Mr. Thomas agreed to contact the First Selectman to discuss possible appropriate space that would provide a desk, telephone and computer.

Mr. Yaggi recommended that the Commission put together a charge for the intern to include activities that would benefit the Commission activities and then provide this information to the college to see if the student could receive college credit for their efforts.

Mr. Thomas and Mr. Moore agreed to work together to develop a job description for the intern.

7. Discussion on list of 10 items prepared by Commission members for consideration for future EDC projects. Commission members reviewed top 10 items for EDC projects as followed:

Edwin Moore:

1. Determine who and what Madison wants to be
2. Stabilize downtown/Main Street through continuation, development and implementation of strategies and objectives set forth in the BRVS
3. Join Main Street and let the merchants rally and work together as a team (along with the property owners)

Peter Thomas, Chairman
Hank Yaggi – Vice Chair
Anne Foley – Secretary

Jim Ball
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James Satterwhite

4. Utilize Madison's natural charm and beauty and promote Madison on a state wide basis as a welcoming and friendly town that welcomes "foreigners" and become a true destination for tourism; exploit our beaches and shoreline
5. Hire an economic development agent for the town to assist the town to respond to the need for aggressive salesmanship as a location for new businesses
6. Assist the town to regionalize functions
7. Develop a niche market of boutique shops and eateries to support attract and support one another; leverage the carriage trade
8. Reduce the reliance on the property tax for funding both municipal government and educational expenses
9. Expand the commercial districts along Rte 1 (east and west) and create a third gateway into town along Rte. 79 in the north
10. Sanitary sewers in the downtown area

Mr. Moore commented that he believes Guilford can be used as an example of a downtown that was once down and now is successful after the development of a plan. Mr. Duques recommended that information on the Guilford plan be obtained to assist in providing a model for reference. Mr. Duques also noted that Branford made a major change with its downtown area about 10 years ago and has been successful.

Anne Foley

1. Coordinate comprehensive list of available properties for sale or lease with local and regional realtors, and make available on website.
2. Develop plan for shared waste water treatment in downtown, especially to allow restaurants
3. Consult with Branford and Guilford EDC (paid) administrators to learn what they are doing
4. prioritize town needs – types of businesses
5. Continue Bradley Road Study
6. East Gate – Leland? – keep up with Leland's status
7. Coordinate town with State agencies

Ryan Duques

1. Re-do EDC website with updated information and resources for those wishing to expand or bring business to Madison. Identify real estate agents, etc who can help and also have a feed on the site of available space
2. Create a resource guide for existing businesses and new businesses with contact information, flow chart, "who to call when"
3. Shared waste water plan
4. Long-range vision plans to help reshape P&Z regulations in designated areas (Bradley Road, East Gate, etc)

Peter Thomas, Chairman
 Hank Yaggi – Vice Chair
 Anne Foley – Secretary

Jim Ball
 Ryan Duques
 Edwin Moore
 James Satterwhite

Peter Thomas

1. Enhance Tuxis Pond area
2. Develop format for footprints to develop a model of how to look at different areas
3. Bring developer and Town boards together
4. Reinforce development of what has been worked on into the Plan of Conservation and Development. Make this a permanent way of operating.
5. Get groups together with EDC ideas or focus
6. Market the waste water treatment facility idea

Mr. Thomas commented that he sees the priorities moving forward as the web site and the survey.

Jim Ball

1. Community Development support to back facilities that improve the quality of life for Madison citizens
2. Smart Growth initiatives as provided for in different sets of legislation with an idea of reducing budget costs by using shared facilities and services
3. Affordable housing

Jim Satterwhite

1. Help to find a small industry to occupy the Garrity building, which will be vacated soon and make it attractive for that industry to come to Madison
2. Finish the Bradley Road study
3. Get the Downtown Development Authority incorporated into the Plan of Conservation and Development
4. Work with P&Z to get more “affordable housing” in Madison
5. Develop and maintain a list of available empty commercial real estate units and work to get them filled with viable tenants.

Mr. Thomas requested that the Commission members review the priority ideas submitted and as a Commission they will work toward five priority items for the next year.

Mr. Yaggi commented that he believes marketing will be important and he agreed to oversee the marketing of the Commission’s ideas.

Ms. Foley suggested that the Commission pursue efforts to coordinate with the State to encourage people to come to visit Madison.

Mr. Banisch noted that some of the Surf Club policies will be changing including a policy that does not require beach passes to enter after 5:30 p.m. This policy might attract some out of Town people to Madison. He suggested that some thought be given to the idea of creating an area to come for entertainment and dinner.

Mr. Moore recommended that consideration be given to revising the Shellfish Festival.

Peter Thomas, Chairman
Hank Yaggi – Vice Chair
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8. Plan of Conservation and Development. Mr. Thomas noted that he will be requesting Commission members to volunteer to help with the coordination of the Plan of Conservation and Development.

9. Discussion on Commission Mission Statement. Mr. Thomas recommended that discussion on the Commission Mission Statement be held off until the next meeting.

10. Old business. There was no discussion under old business.

11. New business. Mr. Ball noted that there was a press release from Joe Courtney regarding the distribution of stimulus funds. There has been some discussion on a possible second stimulus act but it is uncertain at this time how this might trickle down to towns like Madison.

Mr. Ball noted that the USDA has started to guarantee loans in rural areas and perhaps some areas of Madison would be eligible for this program. Mr. Thomas and Mr. Ball agreed to work together to follow up on researching possible opportunities for Madison under the USDA programs.

On a motion made by Mr. Ball, and seconded by Mr. Moore, the Commission voted unanimously to adjourn at 8:50 p.m.

The next regularly scheduled Madison Economic Development Commission meeting will be held on May 14, 2009, 7:30 p.m. at the Madison Town Campus.

Terry Holland-Buckley
Clerk

Peter Thomas, Chairman
Hank Yaggi – Vice Chair
Anne Foley – Secretary

Jim Ball
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