



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

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Approved October 11, 2007

Minutes of a regular meeting of the Madison Economic Development Commission held on Thursday, September 13, 2007, at 7:30 p.m. Madison Town Campus.

Present: Commissioners Jim Ball, Ryan Duques, Peter Thomas, Pamela McKinnon, and Edwin Moore; Selectman Bill Gladstone; Pamela McKinnon, Tourism were also in attendance.

Absent: David Kadamus, Jim Satterwhite, Roberta Willenkin

Peter Thomas called the meeting to order at 7:35 p.m.

**1. Public Comments**

There was no discussion under public comments. .

2. **Approval of Minutes** Mr. Ball distributed copies of the minutes of the regular meeting of August 9, 2007.

On a motion made by Jim Ball, and seconded by Edwin Moore, the Commission voted unanimously to approve the minutes of the regular meeting of August 9, 2007 as submitted.

**3. OLD BUSINESS**

**a. Downtown Development Support Plan.**

i. **Report on Planimetrics survey of Bradley Road and Wall Street.** Peter Thomas noted that on August 22 he had met with representatives of Planimetrics, Milone and MacBroom, Helen Burland, Mike Ott and Marilyn Ozols and walked the superblock. Planimetrics will be putting together a report on any issues that came out of the walk. They agreed that the process is straight forward and is progressing and taking more form. They will be working with the design and development modal and they will also be developing a visible scale which will be helpful when the model is developed.

ii. **Downtown Property and Business Owners Survey**

1. **Approval of Survey.** Peter Thomas provided the Commission members with a final copy of the survey from UConn – CSRA and the letter to be sent to the businesses and property owners to be surveyed. He noted that David Kadamus would like the Commission members to review this draft and take action to provide final approval of the survey and authorize CSRA to schedule the

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David Kadamus – Chairman  
Peter Thomas – Vice Chair  
Jim Ball – Secretary

actual contacting of the businesses and property owners. It was noted that the survey had been distributed more than two weeks ago to the various Town officials and boards and the only comments received were from First Selectman Scarpati, Helen Burland and Marilyn Ozols. A copy of their comments were provided and included in the revisions recommended.

Peter Thomas noted that the cover letter is very straight forward and the only change is that it will be signed by Mr. Scarpati as First Selectman.

On a motion made by Jim Ball, and seconded by Ryan Duques, the Commission voted unanimously to approve the cover letter from business and property owners who will be interviewed for the EDC survey as presented with the First Selectman's signature added to the final document.

The Commission members reviewed the survey and the comments provided by Ms. Ozols as follows:

Page 3 and Page 4 - In response to a question by Bill Gladstone, Peter Thomas noted that the purpose of questions 12 – 16 is to determine if the property owners are critical of the Town process. Bill Gladstone commented that while finding out about a property owners' experience with the Town offices is interesting, it is looking back rather than forward. Peter Thomas commented that there are concerns that the Town process could be killing some developments so it can be important to learn more about any problems with the process to be able to address them for future developments. Bill Gladstone noted that the responses to question 15a were different than the responses for questions 12, 13, 14 and 16. If these questions are going to be included in the survey he recommended that the responses for question 15a be changed to Very satisfied, Somewhat satisfied, Not too satisfied, Not satisfied at all and I did not work with the Planning & Zoning Board, to provide consistency.

Page 4 – Question 16a – The Commission members agreed to change the wording to read, “When you made the improvements to your property, if you went through PZC, overall how satisfied were you.”

Page 4 – Pam McKinnon commented that she believes question #18a is very important since it involves working with ACCA. She recommended that the language in IQ18 be changed to insert “and land use applicants and property development applicants” after Planning and Zoning Commission.

Page 5 – The Commission members agreed that question 19b and 19c should read “design and landscape standards” rather than just “landscape standards”.

Page 6 – The Commission members agreed that question IQ27 should read “Seventy percent of the septic systems in the downtown area are over 25 years old, have limited capacity and may need to be repaired or replaced soon.

Page 6 – The Commission members agreed that question 27a should read “Would you prefer to pay to repair or replace your current septic system or pay to connect to a common waste water management system and pay an annual use fee? “

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Page 7 – Bill Gladstone recommended that question #31 be deleted, however after discussion, the Commission members agreed that the question should remain, but the list of options should be deleted.

Page 8 – The Commission members agreed that the order of the sentences in question IQ35 should be changed so that the last sentence “It would be formed by property owners, business owners, and Town officials.” Becomes the second sentence after “The study recommended creating a Downtown Development Authority, or DDA.”

Jim Ball questioned how far away the Town is from the creation of a DDA? Peter Thomas noted that any creation of a DDA is sometime in the future, with the completion of the survey process being the first step.

After discussion, on a motion made by Edwin Moore, and seconded by Jim Ball, the Commission voted unanimously to approve the survey with the changes noted above.

2. **Status of Survey Contacts Data Gathering.** Jim Ball noted that he and Alma Carroll, Tax Collector, have been working on putting together the information on the property owners in the area to be surveyed. He provided a list of what has been developed thus far of the property owners with the address and tax calculations. They are working to include all people directly affected by the Bradley Road Vision Study.

Peter Thomas agreed that this was a good first effort at putting together the list and he recommended that Davis Kadamus and representatives from CSRA review and make any needed changes. One item that still needs to be addressed is the business owners since this list only includes property owners. Jim Ball agreed to continue to work to generate a list of the business owners. The personal property tax list will be useful in developing this list.

Bill Gladstone noted that the property owners on the west side of Durham Road have indicated that they would like to be included in the study. Peter Thomas noted that the list needs to be checked to make sure it includes the properties on the south side of Main Street and the east side of Wall Street, North and South of Bradley Road.

3. **Approval to schedule survey with CSRA.** On a motion made by Ryan Duques, and seconded by Jim Ball, the Commission voted unanimously to authorize David Kadamus to schedule the survey with CSRA after finalizing the issues discussed tonight and the First Selectman’s signature is included on the cover letter, and to authorize him to move forward as needed once the changes have been incorporated.

Peter Thomas commented that it is estimated that the survey process will take between 1-2 months to complete.

iii. **Other issues.** There were no items discussed under other issues.

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4. **NEW BUSINESS.** Pam McKinnon commented that for a number of years the Town has participated with an advertisement in the Connecticut Vacation guide. She noted that the Town has received a number of contacts as a result of this ad. She reviewed the recent inquiries noting there were 52 inquiries in June and July, and 40 inquiries in August. She believes that the money spent on the advertisement is a good investment and is recommending that an ad be purchased for the 2008 Guide. The cost for a 1/6 page add is \$1575 and there is a 3% discount if the order is placed by September 14<sup>th</sup>. There is \$2500 in the line item for Tourism in the budget. The East Wharf Gazebo would be used as an image again.

Jim Ball questioned if there was any way for the Town to find out if any of the inquiries from the ad are from businesses? Pam McKinnon noted that if there had been any inquiries from businesses the Chamber of Commerce would have followed up with additional information.

On a motion made by Jim Ball, and seconded by Ryan Duques, the Commission voted unanimously to approve the expenditure of \$1575 with a 3% discount for the purchase of an advertisement in the 2008 Connecticut Vacation Guide.

Peter Thomas requested that Pam McKinnon find out what activity is being taken to promote the area through the internet as a way to compliment printed material.

Jim Ball recommended that an item be added to the EDC agenda in the future to look further into how the Commission's activities can be connected to the internet.

Bill Gladstone welcomed Ryan Duques as a new Commission member.

5. **EXECUTIVE SESSION.** There was discussion under executive session.

On motion made by Peter Thomas, and seconded by Edwin More, the Commission voted unanimously to adjourn at 8:40 p.m.

The next regularly scheduled Madison Economic Development Commission meeting will be October 11, 2007, 7:30 p.m. at the Madison Town Campus.

Terry Holland-Buckley  
Clerk

Edwin Moore  
James Satterwhite  
Ryan Duques  
Roberta Willenkin

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Jim Ball – Secretary