



# Town of Madison, CT

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## Economic Development Commission

Draft

Minutes of the regular meeting of the Economic Development Commission held on May 9, 2019, 7:30 p.m. at the Town Campus

Present: Commissioners Ryan Duques, Jim Ball, Matt Bloom, Lisa Miksis, Ed Pellegrino, Mark Steffen; David Anderson, Town Planner; Courtney Hedricson, CERC

Mr. Duques called the meeting to order at 7:30 p.m.

1. Approval of minutes of regular meeting, April 11, 2019. On motion made by Mr. Pellegrino and seconded by Ms. Miksis, the Commission voted unanimously to approve the minutes of the regular meeting of April 11, 2019 as submitted.
2. Public comment. There was no one present for public comment.
3. Strategic Plan Overview from CERC. Ms. Hedricson noted that CERC was contracted to assist the EDC in developing a strategic mission and defined goals. They worked with the EDC to explore priorities and turn them into a five year plan. Ms. Hedricson provided an overview of the Action Plan developed for the EDC. She noted that the data gathering part of the project involved leading a focus group with the EDC members, local property and business owners and Chamber of Commerce members. From the information gathered they developed an outline and an action plan which will serve as a detailed prioritized implementation plan with action steps, break-out of costs, partners, timelines, task leads, roles for staff and EDC members and chronological milestones. The economic development actions included items to build on Madison's strengths and take advantage of opportunities and addresses local and common challenges.

Ms. Hedricson highlighted recommendations in various areas including EDC, downtown, marketing within town, marketing outside of town, supporting business, future needs, land use regulatory process, partnerships, investments, and responsible development.

Ms. Hedricson reviewed items that might have a cost associated with action including surveys, marketing, events and a utility study.

Ideas for sample statements were provided to consider in the development of a mission statement for the EDC. Mr. Anderson suggested that consideration be given to including process examples. Mr. Duques asked if there was anything noted in the process of the development the plan that shows Madison as unique. Ms. Hedricson highlighted positives such as the vital downtown

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area as a strength. She also noted that an issue that should receive further consideration and study is waste water.

Mr. Ball commented that he sees the proposed Action Plan as an excellent approach. He suggested that further emphasis be placed on Hammonasset State Park which is a big attraction and also on the number of seasonal residents. He also expressed concern about efforts to work with other area towns.

Mr. Anderson commented that one of the highlights of the plan is that it provides a comprehensive document that provides general guidance that can be a continuous source of reference.

Mr. Duques noted that once the mission statement has been completed efforts will need to be made to publicize the Action Plan with the mission statement to get it out to the public.

Ms. Miksis commented that she believes there is a need to establish priorities. Mr. Anderson agreed that developing a list by priority would be helpful. Mr. Duques commented that he believes priorities can be driven through the activities. He felt that establishing priorities could be done in July to lay out the plans for the upcoming year. He requested that members come to the next meeting with suggestions and ideas to prioritize items.

On motion made by Ms. Miksis, and seconded by Mr. Bloom, the Committee voted unanimously to accept the Economic Development Commission Action Plan prepared by the Connecticut Economic Resource Center, dated May, 2019.

4. Update: Discussion on Madison's Marketing Attributes: Education and Recreation development. Ms. Miksis noted that she had provided members with a copy of a spread sheet on the marketing attributes for education and recreation opportunities in Madison. She noted that the format allows for items to be added and to prioritize them. She reviewed a list of specific marketable assets and features for the schools. Mr. Duques recommended that a similar list be developed for Beach and Recreation programs and facilities.

Mr. Anderson recommended that, after the information on marketing attributes is finalized, this information be incorporated into the Board of Selectmen's Strategic Action Plan. Mr. Bloom agreed to serve as a liaison between the Board of Selectmen and the Economic Development Commission to incorporate the EDC list into the Strategic Action Plan.

5. Request for Support: Taco Pacifico. Mr. Anderson noted that a letter had been received from Greg Sharon from Taco Pacifico advising that they are intending to schedule their food cart at the MVP Car Wash this season. They plan to open starting the Saturday of Memorial Day weekend, May 25th and operate through Labor Day, September 2. They will be open six days a

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week, and closed on Mondays and on days the car wash must close due to holidays or inclement weather. They will open no earlier than 11:30 a.m. but will close when the car wash closes. The plan is to use the car wash's restrooms for their employees and they will also be provided with access to a lockable refrigerator to store backup perishable food. The placement of the trailer will be where their food trailer was parked in 2010 and 2011. The adjacent parking spaces provide customers with easy access to the cart. Mr. Anderson noted that in order for the food truck to operate on private property will require Planning and Zoning approval which will be considered at their next meeting. He recommended that the EDC indicate its support for the request of Taco Pacifico.

On motion made by Mr. Bloom, and seconded by Mr. Pellegrino, the Commission voted unanimously to support the request of Taco Pacifico to operate their food cart at the MVP Car Wash from May 25 to September 2, 2019 and to recommend that the Planning and Zoning Commission approve this request.

6. Regional Economic Development Project. Mr. Duques reported on an idea that developed as a result of a regional meeting. After the meeting municipal leaders from Branford, Durham, Guilford, Madison and North Branford met to further discuss regional economic development issues to help better position the area for economic development activities. There was discussion about looking at assets shared by the areas towns and how these assets can be packaged to encourage economic development activities that would be initiated by the municipalities. The goal is to work together to create economic opportunity by promoting business development throughout the region to recruit businesses creating jobs, housing demand and community vibrancy.

Mr. Duques noted that there had been discussion about a possible name of C3 for Central Coast Coalition and he suggested that EDC members come up with proposals for other possible names to call the group.

Mr. Duques noted that an initial budget of \$3,000 - \$5,000 per town is being proposed with additional funds to be solicited from private industry or utilities as appropriate. He noted that the EDC has between \$5,000 to \$6,000 available in the current year's EDC budget. He recommended that the Commission take action on approving the concept of joining with a Central Coast Coalition of towns to work together to create economic opportunity and to dedicate the expenditure of up to \$3,000 from the EDC budget to support this coalition and its activities.

On motion made by Ms. Miksis, and seconded by Mr. Pellegrino, the Commission voted unanimously to approve the concept of joining with a Central Coast Coalition of towns to work together to create economic opportunity and to dedicate the expenditure of up to \$3,000 from the EDC budget to support this coalition and its activities.

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7. Update: Hammonasset Exit Signage/Madison Center Project. Mr. Duques noted that, due to a directive from DEEP, a change had to be made to the design of the sign to be placed at the Hammonasset State Park exit to be consistent with the Park signs. The necessary information is still included on the sign and the design is very clear and clean. Ms. Miksis showed three possible design options for the sign and the Commission members were in agreement that the preference is the design on the bottom left of her model.

8. Board Reports (BOS, BOF, Planning and Zoning). Mr. Anderson reported on the following Planning and Zoning items:

- At its next meeting the Planning and Zoning Commission will consider a change in the regulations to allow higher density in the downtown area. There is a proposal for a condominium style project at the General's Residence and small cottage style developments on the property to the east of the General's Residence. The General's Residence will have the exterior restored and there will be an addition to the rear. Part of the approval might call for buffer plantings for this project.
- The Planning and Zoning Commission will be considering the request of Taco Pacifico to schedule their food cart at the MVP Car Wash this season.
- The Guilford Coffee Shop is planning to open a Madison Coffee House that will serve breakfast and lunch. The plan calls for 28 seats inside and 60 outdoor seats.
- A 30-40 unit condominium project is being proposed on Cottage Road. The plan is to contract with a non-profit housing developer for some of the units so they can be made available as below market rental units.
- The Regional Water Authority has been encouraged to talk to a local mountain bike group about possibly incorporating mountain biking on their trails. This would expand the mountain bike trail network to property adjacent to the Rockland Preserve.

9. Old Business. There were no items discussed under Old Business.

10. New Business. Ms Miksis recommended that, once the Marketing Plan is complete, that the Commission consider holding a Fall Summit breakfast activity that includes the Chamber of Commerce, local businesses and business property owners to publicize the activities of the Commission.

Mr. Duques reported on a conversation between the Town and the State regarding State land on Route 1. The Town would have an interest in helping to make land in the commercial district available for economic development. He will keep the Commission update on this item.

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11. Adjournment. On motion made by Ms. Miksis, and seconded by Mr. Pellegrino, the Commission voted unanimously to adjourn the meeting at 8:15 p.m.

Terry Holland-Buckley  
Clerk