



Town of Madison, CT

Economic Development Commission

Draft

Minutes of the regular meeting of the Economic Development Commission held on August 8, 2019, 7:00 p.m. at the Town Campus

Present: Commissioners Ryan Duques, Jim Ball, Matt Bloom, Lisa Miksis, Ed Pellegrino

Also present: Tom Banisch, First Selectman; Dave Anderson, Town Planner; Zoe Roos, Communications Specialist, Board of Education

Ms. Foley called the meeting to order at 7:02 p.m.

1. Approval of minutes of regular meeting, July 11, 2019. On motion made by Mr. Ball, and seconded by Mr. Pellegrino, the Commission voted unanimously to approve the minutes of the regular meeting of July 11, 2019 as submitted.
2. Public comment. Zoe Roos introduced herself as the new Communications Specialist for the Board of Education. She is particularly interested in the marketing plan project and would like to understand what the Board of Education can contribute to this project. She has statistical information available that she hopes can be used to shed light on the positive attributes of the Madison Public Schools.
3. State Property Use Assessment Project. Mr. Duques noted that there has been discussion by the EDC expressing possible interest in State property on Route 1 as a potential carefully planned economic development site. If the EDC decides it would be beneficial to the town to continue to further pursue this idea steps would continue to determine the stakeholders. Currently a list of approximately 12 had been put together. He noted that, thus far, the State has been open to conversation and has been cooperative, however, they have made it clear that they believe moving forward could be challenging. To continue to move forward, the next step would involve an assessment of concepts that could be a favorable option. Mr. Anderson noted that this would involve a market analysis of possible uses appropriate for the area with conversation and input from the stakeholders.
4. Update: Discussion on Madison's Marketing Attributes: Education and Recreation Development. Mr. Duques noted that this project had started with the development of a list of attributes that would highlight why an individual or family would want to live in Madison. These attributes focus on lifestyle, environment, available transportation, access to New York and Boston, and quality schools and facilities.

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Ms. Roos noted that she has a handout that lists attributes of the Madison school system and she will continue to develop this list. She has had some communication with realtors who are interested in having this information to provide to prospective buyers. She agreed to provide a copy to the EDC to review.

Mr. Duques noted that CERC is accepting applications for towns to be recognized for certification for use of best practices in economic development. Madison will be applying for this recognition.

Mr. Duques requested that Ms. Miksis read an advertisement to promote Madison that was written a number of years ago. After giving members an opportunity to guess the year this advertisement was written, Mr. Duques noted that it was from the year 1915. He commented that many of the attributes listed are still relevant today in promoting Madison as a good place to live and work.

5. Update: Regional Economic Development Project. Mr. Duques noted that another part of the effort to promote Madison is an effort at the regional level to highlight assets in the region. To this end each of four area towns, including Madison, Guilford, Branford and North Branford, has agreed to commit \$3,000. The towns all agree this is a positive investment for the Towns. A meeting of representatives from the participating towns was held last week and it was agreed that work would begin on assembling a questionnaire to the town's Economic Development Commissions. The goal would be to obtain information on the highlights and strong points of each town to be able to then assess the town's strengths collectively and determine how these can be marketed to benefit the individual towns and the regional as a whole. This effort will be followed-up with the development of a list of clean, quality, growth oriented businesses to target that include qualities that would be attractive to the region. The group that will work to determine the best way to move forward with the information gathered should be made up of 3 – 4 representatives from each participating town.

6. Update: Madison Center Project. Mr. Anderson noted that there is still an outstanding easement issue on two properties on the North side of the road that need to be resolved. The issue on the South side is close to being resolved. A contractor has been selected for the work on the Tuxis Walkway and the plan is to move forward with this work in early September. The project came in over budget so they will need to ask for additional funds for lighting the walkway. The consultant has come up with a concept for the Brandley Road pedestrian improvements and they will be holding a public hearing and having a meeting with property owners shortly.

7. Board Reports (BOS, BOF, Planning and Zoning) Mr. Anderson noted that the 5,000 sf Wall Street office space project was approved. Approval was also granted for the 10 apartment units on Cottage Road. In addition, the Commission had previously adopted regulations for small

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cluster housing developments and a developer has applied for approval for a project under the new regulations. Through this process they have discovered the need to possibly restructure the new regulation and simplify the process. Mr. Anderson will redraft the regulation with the recommended changes and a public hearing will need to be held before the Commission can take action to make this change which could encourage additional projects.

8. Old Business. There was no discussion under old business.

9. New Business. Mr. Ball questioned if there are any other parcels of State land that might be of interest to the Town. Mr. Duques noted that there are only a few tracks of State land in Madison with potential for Town interest.

Ms. Miksis read a list of posts made by individuals in response to a question of what people would like to see in Town. Highlights of these responses included:

- An improved Beach and Recreation website
- Sidewalks and bike paths – It was noted that a Bicycle/Pedestrian Advisory Committee was formed which will be looking for opportunities for these facilities.
- Additional restaurants and small businesses but no big box developments
- A Community Center with a pool
- A dog park

10. Adjournment. On motion made by Ms. Miksis, and seconded by Mr. Pellegrino, the Commission voted unanimously to adjourn the meeting at 8:00 p.m.

Terry Holland-Buckley
Clerk