

**Town of Wethersfield**  
**Economic Development & Improvement Commission**  
**Special Meeting**  
**Thursday, October 26, 2006 - 12:00 Noon**  
**(Rescheduled from October 12)**  
**Town Manager's Conference Room, Town Hall**  
**MINUTES**

1. Call To Order - Chair Rosania called the meeting to order at 12:06 p.m.
2. Attendance - Members in attendance: Chair Betty Rosania, Frank Frago, Doug Sacks, Joan Hughes, Ralph Keleher, Joe Cornelio, Howard Greenblatt, and Cindy Jacobs.

Members absent: Paul Montinieri, Brian Silver, Chris Lyons and Bill Knapp.

Also in attendance: Bonnie Therrien - Town Manager, Phil Knecht - Planning and Zoning Commission Liaison, Peter Gillespie - Director of Planning and Economic Development and Denise Bradley - Assistant Planner.

3. Old Business

- a. Silas Deane Highway Revitalization - Bonnie Therrien reported that DeCarlo & Doll sent their proposed streetscape improvements for the Silas Deane Highway and front yard beautification plans for town hall to the Department of Economic and Community Development (DECD) for review. The DECD agreed to fund the project using the STEAP grant. The proposal is currently being reviewed by the Department of Transportation. Peter Gillespie noted that the plans are still conceptual and that DeCarlo & Doll have been asked to begin the next level of design. Mr. Gillespie discussed the need for both the Planning and Zoning Commission and the Design Review Advisory Committee to review the proposal. He also noted that there was no longer a Silas Deane Highway Advisory Committee and therefore some type of supervising entity would be needed.
- b. RFP Marketing and PR Assistance - Keiler - Peter Gillespie reported that a meeting will be scheduled to discuss and begin the marketing side of the contract.
- c. STEAP - Peter Gillespie reported that the additional \$200,000 in façade program funding could be used for all business in Wethersfield except for on the Silas Deane Highway. He noted that the recent article in the Hartford Courant highlighting the façade programs hadn't generated as many inquiries as expected. Mr. Gillespie reported that the closing for Ascot Catering would take place in the next few days and that he would speak with their attorney and get his feedback. Mr. Gillespie also noted that he had met with the attorney for the Wolcott Hill Road project and would be sending a letter to the loan recipients noting that the town would have to rescind the funding offer if they did not move forward.

4. New Business

- a. Double A Transportation Shuttle - Peter Gillespie reported that a 1 page fact sheet on the cost and businesses eligible for the discount had been compiled. Joan Hughes noted that the Shopkeeper's were hiring the trolley on November 16th from 5:30 - 8 p.m. She said the shops will be open late and will serve cider, wine etc.
- b. Silas Deane Highway Façade Program - Discussed within agenda item 3.b.
- c. Preserve America Grant - Next Steps - Peter Gillespie reported that committee would host a second interview with Jon Miller & Associates and then forward the recommendation to the Town Council to negotiate the contract.

- d. Redevelopment Agency - Peter Gillespie reported that the Redevelopment Agency met on October 25th. Bonnie Therrien noted that the members were given a briefing on legal background and the financial state of the town. Mr. Gillespie said that he would seek out representatives of other municipalities who have had success with their Redevelopment Agencies to discuss the general do's and don't's.
- e. 2006 Business Survey - Peter Gillespie noted that all of the survey responses were in and that staff was collating the results. He noted that the response rate was good and that a report and presentation would be completed for the Salute to Business event.
- f. Salute To Business Event - Peter Gillespie noted that the invitations needed to be sent. He reported that the Chamber of Commerce has modified their commitment in the event in comparison to recent years. They would be able to sponsor the event at a level of \$500 but will be unable to continue to be a full partner. Mr. Gillespie noted that the responsibility would revert to the EDIC and that the shortfall would be significant. He discussed an analysis of the revenue and expenses of the previous Salute to Business event. Joan Hughes made a motion to set the cost of attendance at \$15 and to incorporate the use of a cash bar. Howard Greenblatt seconded the motion and all voted in favor. Howard Greenblatt made a motion to recognize all of the businesses that have been open for 50+ years with Length of Service Rewards. Frank Frago seconded the motion and all voted in favor. Doug Sacks made a motion to award the following businesses with Business Recognition's:
  - Tim Horton's
  - Patty Cakes
  - Cedar Hill Cemetery
  - Gator Wash
  - Dunkin Donuts
  - Granberry Homes
  - Crown and Kringle

Howard Greenblatt seconded the motion and all voted in favor.

- g. CGI, Inc. - Internet Video - Peter Gillespie noted that the town had been approached by a CGI Communications, Inc. to produce a series of online videos to showcase Wethersfield. A brief discussion ensued and additional information regarding their services was requested.

## 5. Reports of the Town Manager -

Town Manager's Report - Bonnie Therrien reported on the following:

- The opening of the Dog Walk Park and the Boccee Courts at Millwoods Park.
- The new voting machines.
- Progress being made on the Blight List.
- Paul Gionfriddo's program on Silas Deane will be aired on National Public Radio (NPR).
- Wethersfield moved up in ranks of CT Magazine's list of best places to live within its category.

Town Council Liaison's Report - No report was presented.

Planning & Zoning Commission Liason's Report - Phil Knecht reported on the events of the October 17th meeting.

Tourism Commission Liason's Report - No report was presented.

Director of Planning and Economic Development's Report - No report was presented.

## 6. Chairman's Report - Chair Rosania had nothing additional to report.

7. Sub-Committee Reports -

Marketing and Communications - No report was presented.

Financial Strategies - No report was presented.

Development Initiatives - No report was presented.

8. Minutes- Approval of [September meeting minutes](#) - Frank Frago made a motion to approve the minutes as submitted. Howard Greenblatt seconded the motion and all voted in favor.

9. Correspondence

a. An invitation to a Business After Hours event scheduled for October 26, 2006 from 5:30 - 7:30 p.m. at Coldwell Banker Residential Brokerage Firm at 1331 Silas Deane Highway.

b. A memo from Bonnie Therrien to Mayor Russell Morin and the Town Council regarding the Redevelopment Agency Appointments.

10. Adjournment - Howard Greenblatt made a motion to adjourn at 1:20 p.m. Frank Frago seconded the motion and all voted in favor.

Respectfully submitted,

Denise Bradley, Assistant Planner