



SPECIAL MEETING MINUTES

August 30, 2017

Meeting Room 3 - 4:00pm

Present:

Bob Rau, Amy Dent, Nick Roussas, Steve Gogliettino, Kim Chiappetta (clerk).

Public Participation:

Absent: none

The meeting was called to order at 4:03 p.m.

Bob Rau started the meeting by explaining to attendees that since there is a quorum the meeting was being officially recorded. He then explained that the purpose of the meeting is to discuss a strategy for marketing the Town of Newtown to potential businesses. He then turned the meeting over to Amy Dent.

Amy began by explaining that she and Bob have been working on a marketing plan, and she expressed the need to have the necessary material and data to market the town properly. With assistance from her brother, she was connected to Maureen Halahan, President of Orange County Partnership which is a private entity funded by donations from corporate entities and municipalities. Amy explained that New York has county governments composed of towns who work together to market the towns. Amy then showed members publications from the Orange County Partnership and explained that part of their marketing strategy is the convenience of various modes of transportation. She expressed that we are not able to market ourselves similarly, but does feel that we can leverage the style of marketing to develop our own ideas. The booklets provide pictures and a detailed write-ups for each available property.

Nick informed the group that there is a similar group named Bridgeport Regional Business Council (BRBC) which is comprised of Bridgeport, Stratford, and Trumbull Chambers. He explained that they have grant writers, small business loan members, and site finders on staff. They also publish lists of available properties twice per year and include current projects. Amy added that the Orange County Partnership is partnered with an industrial development agency who provides tax incentives, but she is not exactly certain of the process.

The group then discussed the detailed information necessary to network with Commercial realtors and site selectors to market Newtown. Amy mentioned the possibility of contacting WesCog. Bob then explained WesCog (Western CT Council of Governments) to members, and the group talked about working directly with them. The discussion then rolled into the properties available in town and where they are currently being marketed. Amy reiterated the need for a list of marketable properties in the town and the requirements to make them shovel ready.

Newtown Municipal Center
3 Primrose Street
Newtown, CT
www.newtown.org



The conversation shifted to the possibility of working directly with the state to continually inform them of properties available in Newtown. The group also discussed the positive aspects of attracting companies to the town. Amy reminded members that Dana Trado is currently working on a project to gather data regarding marketable properties. Bob asked Steve if he could assist Dana with this task. Amy offered to provide Steve with a property questionnaire used by Orange County that can be used as a template. Nick offered to contact the past CEO of the BRBC as well as other current members to speak with them on strategies to developing Newtown.

Bob reviewed follow-up items with everyone. Amy was assigned the task of obtaining the objectives of *The Naugatuck Valley Council of Governments* and comparing to *WestCOG* to identify the benefits of each. Bob will determine what State agencies can assist in economic development.

Adjournment: The meeting was adjourned by Amy at 5:01 pm and was seconded by Steve.