

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



MINUTES

November 19, 2019

Meeting Room 3 - 7:00pm

Present:

Wes Thompson, Cramer Owen, Barbara Snyder, Valerie Fallon, Al Roznicki, Matthew Mihalcik, Nick Roussas, Steve Gogliettino, Christal Preszler – Deputy Director Economic and Community Development, Kim Chiappetta – Economic and Community Development & Fairfield Hills Coordinator (clerk)

Absent: Jeffrey Robinson

Public Attendance: None.

Also in Attendance: None.

The meeting was called to order at 7:04 p.m.

Public Participation: None.

Approval of Minutes:

Matt made a motion to accept the minutes from October 15, 2019. Cramer seconded. Motion passed with all in favor.

Economic and Community Development - Staff Updates:

Events & Activities:

Christal Preszler began by sharing with the group the recent Community Conversation held by the First Selectman regarding the financials associated with the Fairfield Hills campus. Chairman, Wes Thompson, highlighted the work required to collect the financial data as each of the departments involved work separately on the campus. Christal added that all focus has been on this presentation, so rebranding has been on hold. Barbara Snyder and Valerie Fallon have been working with Christine O'Neill on a winter pamphlet that will be distributed at State Visitor's centers. She continued that there are many meetings this time of year and allot of time is spent out of the office. The Fairfield County Commercial Brokers are hosting their annual holiday luncheon at the Newtown Community Center on Friday, December 6th. Wes told members that everyone who wants to attend must RSVP. Christal continued that work is still progressing on TransLOC and she has recently met with Social Services and FONS to discuss the program.



Grants:

There are 2 grants ready to begin. One is for is from the Naugatuck Valley Council of Governments (NVCOG) at \$30,000 to remove some of the contaminants from the 28 Glen Rd property. The second is from the EDA to replace the sanitary sewer mains on the Fairfield Hills campus.

Brewery:

Barbara asked if the brewery is due to open. Christal explained that the town's portion of the work to the Stratford Hall building is completed with only paving of the handicapped parking spaces remaining. All town departments are aware that this paving must be completed in order for the Building department to give the CO.

2020-2021 Budget:

Christal then presented to Commission members the 2020-2021 budget proposal. (See Attachment A.) The numbers have remained the same. There is money appropriated from last year and budgeted for this year for the rebranding project. She then reviewed the text document that is a template from Finance which explains the budget. The budget documents are due to Finance in 2 weeks. Christal noted that there is \$5,000 in the budget for wayfinding signage and recommended that exit 9 be considered. We would work with Stony Hill 4 Corners to ensure it meets their vision for the area.

Member Comments and Updates:

General Discussion:

Wes asked members if there were any updates. Valerie told the group that she and Christal attended the CT Main Street event "*Creating Walkability...the First Steps*". She told the group that some of the recommendations were common sense but were still good to hear.

The group discussed Economic Development groups and employees in other towns. Cramer noted that this is Matt Mihalcik's last meeting with the EDC and that he is joining the Board of Finance.

Barbara told Commission members she has been meeting with Cultural Arts. She reviewed the winter brochure and explained that the artwork was loaned by Newtown Savings Bank. Barbara then informed the group of this year's holiday house tour.

Chairman's and Vice Chairman's Reports:

6 Commerce Rd Update and Next Steps:

Cramer began by telling members that the sidewalk is completed from Glover Avenue down South Main Street to Walgreens. The conversation then shifted to the Commerce Road property. Cramer explained that the Town's Charter is unclear regarding the approval process so obtaining an assessment and marketing the property is on hold until the process is clarified. The current plan is to make a



recommendation to the Board of Selectmen which may then be forwarded to the Legislative Council. There is a possibility that other groups' recommendation and/or approval may be required.

Chairman's report:

Wes told members that he attended a recent SHOP meeting. The Sandy Hook Tree Lighting celebration, is being held on Saturday, December 7th and kicks off with photos with Santa Claus at 5 p.m.

Wes told the group he visited businesses who have had problems with the plastic bag ordinance. These businesses are located near the Bethel border. Bethel does not have a strict ordinance as Newtown does, so business owners feel they are at a competitive disadvantage. Wes met with the concerned business owners and assisted them with things such as how to add the bag charge to their point-of-sale system and signage to let the customers know of the charge.

Wes reminded members that he emailed the group the link to the CERC town profiles and the useful information that it contains. He also reminded members of his email regarding WestCOG's Plan of Conservation and Development.

Christal asked members to speak with their favorite restaurants to get opinions on this year's restaurant week.

The group discussed the replacement of the outgoing member Matt Mihalcik.

Misc. cross commission activities:

None

Adjournment:

The meeting was adjourned by Nick Roussas at 8:13 pm and was seconded by Barbara Snyder.

Respectfully Submitted, Kimberly Chiappetta, Clerk

Attachment A

Economic and Community Development Budget Plan
F '20-21 budget

11/21/2019

<u>Account Number</u>	<u>Account Name</u>	<u>Planned 19-'20 Budget</u>	<u>% Total</u>	<u>Department Requested Budget</u>	<u>% Total</u>	<u>Notes</u>
1-101-11-740-5301-0000	Fees and Prof Svcs					
	Advertising/Deliverables/Media Various/Business Org support					assessor insert, Chamber, arts
	Expected Expenses	\$2,950	7%	\$3,400	8%	Parade, SH4C, SHOP, business seminars
	Marketing Plan/Research/Production					Design and implementation of branding,
	Incurred expenses	\$8,000	20%	\$8,000	20%	website development
	Website/Communication					Wingcat web support
	Expected Expenses ongoing	\$2,200	5%	\$2,100	5%	Newtown.org
	Wayfinding Signs					Townwide signage
	Expected Expenses	\$5,000	12%	\$4,050	10%	
	Commercial Prop. Listing Loopnet 12X\$139.95					Loopnet and CoStar
	Expected Expenses CoStar 12 X \$170	\$5,000	12%	\$7,000	17%	CERC Sitefinder
	Newsletters					Newsletters
	Expected Expenses	\$600	1%	\$600	1%	
	6 Commerce Road					Various expenses related to appraisals,
	Expected Expenses	\$10,000	25%	\$10,000	25%	marketing, etc.
	Restaurant Week and Other Restaurant Support					
	Expected Expenses	\$2,000	5%	\$2,100	5%	
	Miscellaneous broker marketing	\$4,581	11%	\$3,081	8%	Highlight classes of trade, fee increases
	Totals	\$40,331	100%	\$40,331	100%	

<u>Account Number</u>	<u>Account Name</u>	<u>'19-'20 Budget</u>	<u>% Total</u>	<u>'20-'21 Request</u>
1-101-11-740-5580-0000	Memberships, dues, subsc., meetings, gatherings, seminars, golf outings, trade shows	\$2,000	100%	\$2,000
	Dues, Travel, Education			

DEPARTMENT: ECONOMIC & COMMUNITY DEVELOPMENT**MISSION/DESCRIPTION**

The mission of the Economic and Community Development Department is to assist with the development and implementation of strategies that help make Newtown CT an attractive location for businesses and residents in Western Connecticut. The department seeks to attract new investment and works with Newtown business persons and companies to facilitate expansion and economic growth. Branding, a strong presence on the internet and marketing are integral to positioning Newtown as a progressive location to live and/or run a business. The department strives to maintain a process of continuous improvement and investment in the community and provides leadership in collaboration, encouragement, support, and innovation, promoting a high quality of life for current and future Newtown residents.

The Newtown Economic & Community Development Department provides oversight for the economic development functions, grant management and various long range economic planning and development issues in and involving Newtown, including:

- Economic development activities and opportunities (real estate, business start ups, redevelopment, business growth, marketing)
- Grant administration and project management for community development projects including brownfields
- Long-range strategic and comprehensive planning

Websites: <http://www.Newtown.org>

<https://www.newtownsandyhookeats.com/>

<https://www.newtown-ct.gov/economic-and-community-development>

BUDGET HIGHLIGHTS

The budget request for the Economic and Community Development department, for fiscal year 2020-2021, has increased by \$ [REDACTED] or [REDACTED]%. This is mainly due to an increase in salary.

ECONOMIC & COMMUNITY DEVELOPMENT BUDGET

					2020 - 2021 BUDGET		
	2017 - 2018	2018 - 2019	2019 - 2020	2019 - 2020	DEPARTMENT	1st SELECTMAN	
	<u>ACTUALS</u>	<u>ACTUALS</u>	<u>ADOPTED</u>	<u>AMENDED</u>	<u>REQUEST</u>	<u>PROPOSED</u>	
<u>ECONOMIC & COMMUNITY DEV</u>							
SALARIES & WAGES - FULL TIME	71,308	69,338	74,650	74,650	76,330	76,330	-
GROUP INSURANCE	2,288	2,116	2,500	2,500	2,500	2,500	-
SOCIAL SECURITY CONTRIBUTIONS	5,374	5,223	5,711	5,711	5,839	5,839	-
RETIREMENT CONTRIBUTIONS	3,500	-	7,535	7,535	7,760	7,760	-
FEES & PROFESSIONAL SERVICES	31,454	29,983	40,331	40,331		-	-
DUES, TRAVEL & EDUCATION	1,650	1,999	2,000	2,000		-	-
OFFICE SUPPLIES	464	532	600	600		-	-
	116,039	109,191	133,327	133,327	92,429	92,429	-

DEPARTMENT: ECONOMIC & COMMUNITY DEVELOPMENT

ACCOUNT DETAIL

Salaries & Wages – Full Time: The Deputy Director of Planning for Economic and Community Development is a non union position. Non union positions reflect an increase of 2.25% in this budget.

<u>Economic & Community Development</u>		<u>2019 - 2020</u>		<u>2020 - 2021</u>		<u>INCREASE (DECREASE)</u>	
<u>POSITION</u>	<u>union</u>	<u># AUTH.</u>	<u>AMENDED BUDGET</u>	<u># AUTH.</u>	<u>1st SELECTMAN PROPOSED</u>	<u># AUTH.</u>	<u>BUDGET</u>
Deputy Director - EDC/Grants administrator	nu	1	74,650	1	76,330	0	1,680
		1	74,650	1	76,330	0	1,680

Group Insurance; Social Security Contributions; Retirement Contributions: Group Insurance – This amount includes medical benefits, life insurance and long term disability. The medical benefit piece reflects the amount charged by the Medical Self Insurance Fund for the employer’s share of employee medical benefit costs. See the Medical Self Insurance Fund section, starting on page 292, for a breakdown of medical benefit costs and the distribution of costs to the various departments. The life insurance piece reflects the cost of the life insurance benefit per union contract. The long term disability piece reflects the cost of the long term disability benefit per union contract. Social Security Contributions – this amount reflects the employer’s share of the Social Security and Medicare federal retirement program (Federal Insurance Contributions Act). The employers share is 7.65% of payroll (including overtime). 6.2% is for Social Security and 1.45% is for Medicare. Retirement Contributions – this amount reflects a portion of the annual required contribution (ARC) that is need to properly fund the pension plan. The ARC is expressed as a percent of payroll. See the Pension Fund section starting on page 290 for a description of the pension plans and a breakdown of the ARC (by department). It also includes any contributions to a defined contribution plan (if the employee is not eligible for the pension plan).

DEPARTMENT: ECONOMIC & COMMUNITY DEVELOPMENT

Fees & Professional Services: Activities in this account include basic web site hosting and web maintenance, website redesign and security upgrade, professional services, marketing and creative design services as well as preparation of copy and research costs for brochures, advertisements and printed materials necessary to market Newtown. In addition, renewed focus on marketing outreach to local and regional businesses and groups by hosting and attending events is included. Financial support of other local groups activities is also included in this budget (ex: Heritage Trail, Restaurant Week, professional business organizations and various commercial classes of trade)

Advertising/Deliverables/Media Various/Business Org support	2,950	3,400	Consultant, assessor insert, phone book, business organization support, real estate journals, Labor Day parade, sell sheets, CERC subcontractors, branding, social media
Marketing Plan/Branding/Website integration and refresh/Research/Production	8,000	8,000	External consultant to assist EDC in implementation of marketing outreach and campaign
Website/Communication ongoing	2,200	2,100	Wingcat, town wide communication, Newtown.org
Wayfinding signs	5,000	4,050	Primary focus being implementation of signage plan recommended by CT Main Street study
Commercial Property Listing	5,000	7,000	Loopnet and CoStar, CERC Sitefinder (Loopnet 12 X \$139.95; CoStar 12 X \$170; CERC \$650)
Constant Contact	600	600	Newsletters
6 Commerce Road	10,000	10,000	Appraisal and preparation of info for governmental approvals
Restaurant Week	2,000	2,100	Design, advertising, feedback cards for restaurants, market research
Miscellaneous	4,581	3,081	Highlight classes of trade, fee increases, etc.; broker marketing
Total	40,331	40,331	

Dues, Travel & Education: This account is for activities such as annual dues for professional organizations, professional development training, commercial property listing services and subscriptions to professional periodicals. Organizations include CERC, SHOP, CT Main Street, CT Economic Development Association (CEDAS). Payments for attending commercial broker events, community events, mileage and parking expenses are covered under this account.

Office Supplies: Office supplies.