

# ECONOMIC OUTREACH COMMITTEE

C.J. Hurgin Municipal Center  
1 School Street Bethel, CT 06801  
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## MINUTES OF SPECIAL MEETING

TUESDAY, February 28, 2012  
7:00 p.m.  
CJH Municipal Center - "Meeting Room B"

RECEIVED

2012 FEB 29 A 10:41

TOWN OF BETHEL  
TOWN CLERK

**Present:** Chairman, Mike Boyle, Members: Bob Stosser, Paul Rinaldi, Tony Rubino, Sandi Richards Forman, Bonnie Brown and Mike Struna.

**Absent:** Roy Steiner

Chairman Boyle called the meeting to order at 7:03 p.m. followed by the pledge of allegiance.

**Approval of Minutes:** Paul Rinaldi made a motion to approve the minutes of the last meeting dated November 29, 2011. Motion seconded by Tony Rubino. Vote was taken, Minutes were approved. Bonnie Brown and Mike Struna abstained.

**Updates on Signs:**

Paul Rinaldi was happy to report that "Phase 2" has been approved and is moving ahead (see attached). Phase 2 is the State road signage and the approval to place Town of Bethel signs on state property. Paul remarked that he is hopeful that all signs will be placed by end of March, beginning of April.

**Brochure/Website Update:** Sandi had sent the brochure previously to committee members for review. Suggestions and corrections were recommended during discussion.

**Business List Update:** Mike Struna agreed to electronically mail the business list he has to all committee members.

**Chamber:** Bonnie Brown reported on the Downtown Business Owners Meet and Greet held February 7, 2012 with the First Selectman. The next Meet and Greet will be held on March 20<sup>th</sup> which will involve business owners from Clarke Business Park.

As chairman of both the Economic Development Commission and the Economic Outreach Committee, Chairman Boyle opened for discussion the need for an Economic Development Employee. He asked that everyone bring their ideas and feedback for this position to the next meeting. He handed out a job description that had been drawn up and posted in the Town of East Haddam (see attached).

**Website:** Chairman Boyle stated that the town is still looking into this issue.

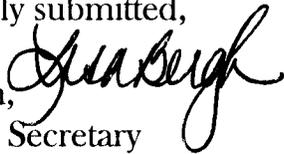
**CERC:** Bob Stosser was asked by Chairman Boyle follow up with our membership. There had been an accounting issue that we believe has now been corrected.

Bob Stosser made a motion to adjourn; the motion was seconded by Bonnie Brown. Vote, all in favor, motion unanimously approved.

Meeting adjourned at 8:30 PM

Respectfully submitted,

Lisa Bergh,  
Recording Secretary



**EOC Sign Project  
Phase II  
February 2012**

**Large Welcome Signs (24 x 30)**

1. "Welcome To Stony Hill Shopping District" (Town Line @ Hollandia)
2. "Welcome To Stony Hill Shopping District" (Old Hawleyville Rd @ Rt 6)
3. "Welcome To Stony Hill Shopping District" (Rt 6 @ Target)
4. "Welcome To Historic Downtown Bethel" (Town Line @ Grassy Plain St)
5. "Welcome To Historic Downtown Bethel" (Greenwood Ave @ Nashville facing Citco/ Food Bag) **Change to right arrow at Food Bag?**
6. "Welcome To Historic Downtown Bethel" (Rt 53 @Tan Salon/Sycamore) **Change to Right arrow at Tanning Salon?**

**Directional Signs (18 x 24)**

1. "Stony Hill Shopping District 1.4 miles" (Left Arrow @ Plumtree/Old Hawleyville Rd)
2. "Stony Hill Shopping District 2.4 miles" (Right Arrow @ Rt 302/Old Hawleyville Rd)
3. "Historic Downtown Bethel 4 miles" (Right Arrow @ Rt 6/Old Hawleyville Rd-Facing Dunkin Donuts)
4. "Historic Downtown Bethel 2.1 miles" (Straight Arrow @ Rt 302/Old Hawleyville Rd)
5. "Historic Downtown Bethel" (Straight Arrow @ Old Hawleyville/Walnut Hill)
6. "Historic Downtown Bethel" (Straight Arrow @ Rt 302/Rt 58)
7. "Historic Downtown Bethel" (Straight Arrow @ Rt 58/ Steck Nursery Area)
8. "Historic Downtown Bethel 2.8 miles" (Straight Arrow @ Rt 53/Town Line)
9. "Historic Downtown Bethel" (Right Arrow @ Fleetwood Ave/Grassy Plain St)

**Proposed Additions**

1. "Stony Hill Shopping District 3.5 miles" (Right Arrow @ Rt 58/Rt302)
2. "Stony Hill Shopping District 2.1 miles" (Left Arrow @ Rt 302/Old Hawleyville Rd)

**TOWN OF EAST HADDAM**  
**EAST HADDAM ECONOMIC DEVELOPMENT COORDINATOR**

**Part-time Employee**

**Position Purpose:**

The overall objective of this position is to serve as a liaison between established and new business interests to various East Haddam departments/commissions and with regional and state agencies. Our Economic Development Coordinator is expected to encourage and facilitate a positive business environment, work to increase economic vitality, and have a positive impact on our the Grand List while insuring consistency with the vision outlined in East Haddam's Plan of Conservation and Development.

**Supervision:**

*Supervision Scope:* Performs a wide variety of professional and administrative responsibilities requiring knowledge and expertise in local laws, zoning regulations and permit processes, outside agencies and state regulations, or ability to acquire such knowledge for the Town of East Haddam in a reasonable amount of time.

*Supervision Received:* Works under the functional direction of the First Selectman and under policy direction of the Economic Development Commission; follows established polices, state statues and town regulations where appropriate.

*Supervision Given:* None

**Job Environment:**

Part-time Town employee with some Town Office hours, Town issued email and Blackberry. No benefit package will be offered as part of the compensation. Incumbent's primary office will be his/her home or private office (not Town facilities). Position will be reviewed for renewal on an annual basis.

Requires the operation of an automobile, light truck, telephones, computers, copiers, facsimile machines, and other standard office equipment. Occasionally drives to new developments or town projects and exposed to hazardous and noisy conditions associated with construction sites.

Make frequent contact with other municipal departments, business owners, potential new businesses and developers and occasional contact with regional, state and federal agencies. Communication is frequently in person, by telephone, fax, e-mail and letters; contacts require a high level of patience and resourcefulness to explain procedures to others.

### **Essential Functions:**

*(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)*

1. **Business Liaison** - Serve as a primary point of contact for existing business owners, as well as those looking to expand, develop, relocate, or retain a business in East Haddam. Represent the economic interests of the Town as business plans move from concept to submittal and through the approval process within the Town's departments and Boards/Commissions and other regional or state agencies as required.

1.1 Establish and maintain communication and cooperative working relationship between the Town and the business owner.

1.2 Coordinate informal meetings between Town Commissions and business owners to prepare a preliminary review sheet with clear and accurate information regarding the processes and timing for obtaining necessary permits and meeting the requirements of the appropriate Commissions and regional or state agencies. Track and troubleshoot the approval process.

1.3 Report to EDC and business owners on the status of Commission meetings or public hearings to confirm accurate dissemination of information and expectations. Attend and/or coordinate EDC representation at regulatory Commission meetings or public hearings.

1.4 Outline the EDC and other resources available for marketing and other business needs.

### 2. **Other Functions**

2.1 Plan and work with the Economic Development Commission to enhance responsible growth and low risk development consistent with our Plan of Conservation and Development.

2.2 Act in the interest of East Haddam businesses as a whole, communicating with regional and state agencies on issues such as, bridge and road closures, Health District processes, and proposed legislation. Inform businesses of possible impacts.

2.3 Pursue opportunities to fill existing vacant commercial space throughout the Town.

2.4 Maintain market listings of available sites in areas zoned for business development on the EDC Commercial Properties website.

## **2. Other Functions (continued)**

- 2.5 Communicate with grant writers to prepare and submit grant funding for new programs and projects which will enhance economic growth in East Haddam.
- 2.6 Facilitate communication between Town government and eligible local businesses to help notify them of opportunities to bid on available Town government and school contracts.
- 2.7 Promote business use of the East Haddam Tax Incentive program.
- 2.8 Assists with special group marketing projects, such as East Haddam Chowder Cook-off and Business Expo, and business training and information sessions, such as Business Nights.
- 2.9 Performs related work as required and attend all Economic Development Commission Meetings. Provides a written monthly report of work and at least yearly update to the public regarding the work of the Coordinator.

### **Minimum Required Qualifications:**

1. Several years of demonstrable experience in planning and implementing programs and strategies in public and private venues that resulted in successful conclusions.
2. Knowledge and expertise in local laws, zoning regulations and permit processes outside agencies and state regulations, or ability to acquire such knowledge for the town of East Haddam in a reasonable amount of time.
3. Knowledge of and respect for East Haddam's Plan of Conservation and Development and willingness to work within pre-established guidelines.
4. Ability to manage, facilitate and be proactive in a team setting, without direct supervision.
5. Ability to negotiate sensitive issues and resolve problems in a professional manner while always maintaining the best interests of the Town.
6. Prior corporate sales and marketing experience a plus.