

# *Economic Development Commission*

*Town of Bethel, Connecticut*

*Bethel Municipal Center \* 1 School Street \* Bethel, Connecticut 06801*

*(203) 794-8540 Facsimile (203) 778-7520*

## MINUTES OF SPECIAL MEETING JOINT MEETING WITH ECONOMIC OUTREACH COMMITTEE

TUESDAY, JANUARY 15, 2013  
7:00 P.M.  
CJH MUNICIPAL CENTER-MEETING ROOM "B"

RECEIVED

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TOWN OF BETHEL  
TOWN CLERK

**PRESENT:** Michael Boyle, Chairman, Sharon Straiton, Kevin McMahon, Erik Andersen, Roy Steiner, and Bonnie Brown.

**ALSO PRESENT:** Robert Stosser, Anthony Rubino, Mike Struna, Paul Rinaldi and William Shannon, all members of the Economic Outreach Committee.

**CALL TO ORDER:** Michael Boyle called the meeting to order at 7:00 p.m. with the pledge of allegiance.

**Minutes of October 24, 2012 meeting:** Erik Andersen made a motion to approve the minutes as presented. The motion was seconded by Sharon Straiton. Vote, all in favor, motion unanimously approved.

**Establish 2013 Regular Meeting Schedule:** Kevin McMahon made a motion to approve the 4<sup>th</sup> Tuesday of every month at 4:00 p.m. The motion was seconded by Bonnie Brown. Vote, all in favor, motion unanimously approved. An error in day of the week was noted. Kevin McMahon made a motion to amend the motion to reflect the day during the week to the 4<sup>th</sup> Wednesday of every month at 4:00 p.m. The motion was seconded by Sharon Straiton. Vote, all in favor, motion unanimously approved.

Bonnie Brown made a motion to approve Michael Boyle as Chairman, Roy Steiner, as Vice Chairman and Erik Andersen as Secretary. The motion was seconded by Kevin McMahon. Vote, all in favor, motion unanimously approved.

**Search Committee Update:** Chairman Boyle reported on his meeting with the Board of Finance and their support of the hiring of a Part-Time Economic Director. Bonnie Brown is heading up the search committee, all members were given a copy of the job description (see attached). Discussion focused on what type of job advertisement should be utilized. Suggestions were made and the consensus was to use networking and electronic advertisement at this point in time. Sharon Straiton recommended contacting a reporter to do a news story on the search for a Director. Bill Shannon of the EOC, volunteered to contact Dirk Perrefort from the Danbury News-Times. Sharon also suggested having a discussion on one or both of the Local Cable Shows for each major party in Town. Bob Stosser of EOC suggested leaving the internal job posting up within Town Hall.

Discussion followed regarding the position, the responsibilities, and the support of all Town Departments in order to create a productive environment conducive to success.

### **Top Five Individual Economic Priorities:**

Chairman Boyle asked to go around the room and have each member state their top priority.

Roy Steiner: Wanted to thank Mike Boyle for his effort in bringing all groups together for a common goal. He suggested strengthening areas of focus.

Paul Rinaldi: He suggested continuing with downtown signage, enhancing driving sales to Downtown Bethel. He also suggested supporting the Chamber of Commerce's efforts, and to develop a good relationship with the new Economic Director.

Bob Stosser: (see attached)

Bill Shannon: Cooperation by all Departments within Town Hall, good roads, sewer and water needs, feels everyone should be on the same page.

Bonnie Brown: Finding the right person as the Economic Director.

Mike Struna: Having customer friendly departments within Town Hall, this to include the subordinates as well as the Department Heads.

Erik Anderson: Seconds the comment made by Bonnie Brown, finding the right person for the job of Economic Director.

Tony Rubino: More municipal parking, with or without the Old Town Hall coming down. Not only concentrating on downtown Bethel, but also Stony Hill. Have the Economic Director be the welcoming force behind new prospective business owners, also to show them around town and proximity to Highways and major thoroughfares.

Sharon Straiton- Stony Hill is growing, Focus not only on downtown, but Stony Hill as well, bringing the two together. Sharon feels that all members of both committees/commissions assist the new Director, make them available to offer

tremendous support to this new position. A training session should be held for all town employees to instruct in customer friendly behaviors.

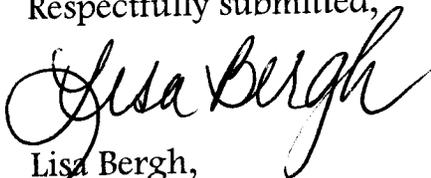
Kevin McMahon: Develop F.J. Clarke Business Park.

Jay Streaman: Residential sales of properties come from a quality downtown. Departments in Town Hall creating road blocks need correcting.

Mike Boyle: Agrees with all the suggestions. Guidance should be given to the new hire. We are positioned for change.

A motion to adjourn was made by Roy Steiner, the motion was seconded by Erik Andersen. Vote, all in favor, motion unanimously approved  
Meeting adjourned at 8:20 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lisa Bergh". The signature is written in a cursive, flowing style with a large initial "L".

Lisa Bergh,  
Recording Secretary



Lisa Bergh <berghl@bethel-ct.gov>

**Fw: PRIORITIES FOR BOTH EDC AND EOC**

1 message

Wed, Jan 16, 2013 at 8:54 AM

**Robert Stosser** <rjsgrow@sbcglobal.net>  
To: Lisa Bergh <berghl@betheltownhall.org>

Lisa-per your request. Bob

----- Forwarded Message -----

**From:** Robert Stosser <rjsgrow@sbcglobal.net>  
**To:** mboyle@baseinc.com; sandi.forman@hotmail.com; berghl@betheltownhall.org;  
Mike@advantagerealtyinc.com; bjbrown029@comcast.net; roy@berkshirecorporatemark.com;  
paulrinaldi1960@yahoo.com  
**Sent:** Wed, October 24, 2012 8:50:22 AM  
**Subject:** PRIORITIES FOR BOTH EDC AND EOC

Here are my suggestions. They are not listed in order of importance-they are equally important.

1. A workshop for all town department heads must be held stressing making town hall "business friendly".
2. Create a package of entitlements for new businesses as part of sales process-we should not lose businesses to other towns. Today, that is accepted too easily.
3. ALL members of both commissions to meet with and support new hire Economic Development Director.
4. Deliver a clear message to all BOF members-"Repetitive mill rate is product of top line. Growing the grand list should be #1 priority instead of current focus on cutting expenses".
5. Eliminate all partisan members of boards. It is unhealthy to have a political motive instead of a motive to do the best for the town and ALL of its citizens. In my opinion, we have a very fair minded, non-partisan EOC.

Regards, Bob Stosser

Date: December, 2012

**Town of Bethel**

**Title:** Director of Economic Development-Part-Time

**Department:** Economic Development Commission

**Position Goal:**

To develop and implement economic development plans, programs and services, both commercial and industrial for the Town of Bethel. This includes, but is not limited to, attracting new businesses to the Town, monitoring present business activity, developing ways to retain current businesses and assisting in their development and growth.

**Primary Functions:**

Manage all new commercial and retail business activities. This includes prospecting for new business, fielding all inquiries to town hall, gaining referrals from town employees and current businesses and networking with organizations such as CERC, Chamber of Commerce and trade organizations. Employee will be single point of contact.

Facilitate various activities for current businesses such as continuation of periodic meet and greets. Implement periodic "What's happening in local, state and national government that affects you." Include topical guest speakers.

Develop solid working relationships with commercial real estate agencies to identify and nurture new opportunities.

Create a business friendly environment in town hall including all permit process offices. Have a "partner" relationship with town planner.

Plan, organize, coordinate, direct and evaluate economic development activities within the Town; coordinate and encourage development of strategies that maintain and enhance the long-term economic vitality of the Town.

Develop and implement a marketing plan that promotes Bethel as a place to do business.

**Additional Responsibilities:**

Present proposed programs and projects to community groups and public meetings; make presentations to the Economic Development Commission and the Board of Selectmen as necessary; represent the Town on committees and boards regarding local and regional issues, as required by the First Selectman and/or the Economic Development Commission.

Review the reports, analyses and studies conducted by other Town departments that impact the economic vitality of the Town.

Coordinate the preparation of marketing materials which will assist in responding to inquiries about local economic development opportunities in Town, including information about utilities, taxes, zoning, transportation, community services and financing tools.

Develop and maintain a comprehensive inventory of available buildings and sites in the community for economic purposes and track business movement into and out of Town.

Monitor local, State and Federal legislation and regulations relating to economic development and report findings and trends to the Economic Development Commission and First Selectman.

Act as own PR director to tout Bethel and its accomplishments to electronic and print media as well as radio and TV.

Perform related work, as required.

**Supervision Received:** Receives general supervision from the First Selectman and functional supervision from the Chairman of the Economic Development Commission.

**Qualifications Profile:**

The skills and knowledge required would generally be acquired with a college degree in business, public administration, economics, marketing, real estate, planning OR an equivalent combination of education, work experience and training which provides a demonstrated potential for performing the duties of this position. A minimum of four (4) years experience would be required in one of the following areas: general business knowledge, real estate or economic development. Successful sales experience desired. Real estate knowledge desired. Bethel residency desirable.

**Knowledge, Abilities and Skills:**

- Knowledge of operations, organization, policies and ordinances that affect economic development
- Knowledge of business recruitment skills and techniques; marketing and promotion techniques.
- Knowledge of applicable laws, codes and regulations concerning land use property development.
- Knowledge of community market trends in land development, retail, industrial, and office markets.
- Knowledge of market analysis as it relates to the potential development of a specific site.
- Knowledge of negotiating skills and techniques, consensus building skills and customer service skills.
- Ability to prepare comprehensive economic development reports, memoranda, and other related correspondence.
- Ability to make verbal presentations before a variety of community groups and communicate effectively with the media.
- Ability to multi-task.
- Extensive computer skills.

**PHYSICAL DEMANDS**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office settings. Outdoor work is required in inspection of various land use developments and construction sites. Employee must have the physical ability to inspect

construction work in progress and to work in poor weather conditions, including extreme heat, cold, rain or snow. Hand-eye coordination and fine manipulation skills are necessary to operate computers and various office equipment. Vision abilities required for this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus. May be required to push, pull, lift, and/or carry up to 40 pounds.

**License or Certificate:**

Connecticut Motor Vehicle Operator's License.