

ECONOMIC OUTREACH COMMITTEE

C.J. Hurgin Municipal Center
1 School Street Bethel, CT 06801
(203) 794-8501 Fax (203) 778-7520

MINUTES OF SPECIAL MEETING

Wednesday, July 11, 2012

5:00 p.m.

CJH Municipal Center -Meeting Room "A"

RECEIVED

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TOWN OF BETHEL
TOWN CLERK

Present: Chairman, Mike Boyle, Robert Stosser, Paul Rinaldi, and Anthony Rubino, Mike Struna, and Sandi Forman.

Absent: William Shannon, Roy Steiner and Bonnie Brown

Chairman Boyle called the special meeting to order at 5:00 p.m. followed by the pledge of allegiance.

Approval of Minutes:

Bob Stosser made a motion to accept the minutes of May 22, 2012, the motion was seconded by Tony Rubino. Vote, all in favor, motion unanimously approved.

Brochure Update: Sandi reported that the brochure is nearly finished (see attached). She would like to publicly thank Don Dempsey for taking the time to assist her with photoshop.

On behalf of the Committee, Chairman Boyle wanted to thank Sandi for her hardwork and dedication to completing the brochure. Sandi personally purchased the hardware and software needed to complete the project.

Sign Update: Paul Rinaldi reported that there are 27 signs now up throughout town. Final adjustments have been made. The final cost came under the budget of \$5000

On behalf of the Committee, Chairman Boyle wanted to thank Paul for his hardwork and dedication to completing the sign project. With much positive feedback, this project has been determined to be a success.

Economic Development Position Final Recommendation:

Chairman Boyle distributed the final recommendation from the sub-committee regarding criteria for the hire of a Economic Development Director (see attached). Paul Rinaldi made a motion to approve the recommended outline of the Economic Development Position and to move it forward for approval by the Board of Selectmen and Board of Finance. The motion was seconded by Bob Stosser.

Discussion:

Tony inquired as to how this position would interact with Steve Palmer. Steve has certain responsibilities outlined in his job description, at times he does the work of 2 different positions and this new position will complement the Town Planner's office and be available for referrals from other offices within Town Hall. Steve Palmer, was discussed as being the best in the area. Steve is highly respected and discussion took place regarding his reputation as being top of his game.

Sandi Forman recommended adding the responsibility of regularly updating the Town Economic Commissions with priorities and progress.

Vote taken on motion, motion approved.

EDC Update:

The Clarke Industrial Park rededication was held on Thursday, June 28, 2012. It was well attended and a success.

Chairman Boyle noted there would not be a regularly scheduled meeting in July.

The next regularly scheduled meeting of the Economic Outreach Committee will be August 28, 2012

Old Business: None

New Business: None

Sandi Forman made a motion to adjourn; the motion was seconded by Paul Rinaldi. Vote, all in favor, motion unanimously approved.

Meeting adjourned at 6:25 PM

Respectfully submitted,


Lisa Bergh,
Recording Secretary

Bethel Welcomes Your Business



**BERKSHIRE
CORPORATE
PARK**
Parkland Drive

Quality Care

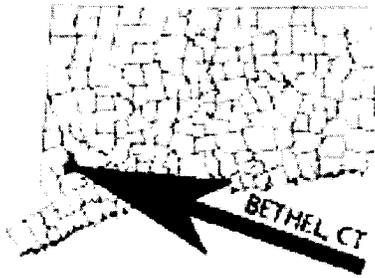
Quality
Care



**Clarke
Business Park**

Why Open a Business In Bethel?

Facts About Bethel



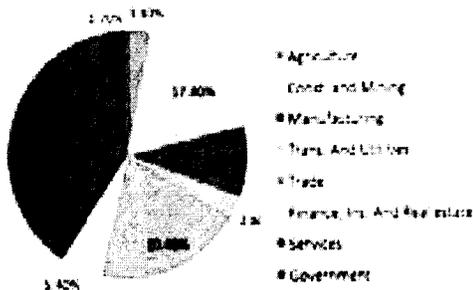
Bethel is located in Fairfield county with easy access to I-84, I-95 as well as a train station on the Metro North line.



Distance to Major Cities:

Hartford- 46 miles
 Boston- 140 miles
 New York City- 56 miles
 Providence- 107 miles

Bethel is home to a diverse representation of industry.



Below is a representative list of businesses currently located in the Bethel community:

Duracell Inc.
 Cannondale
 Target Corp.
 Berkshire Industrial Group
 Eaton Corporation

Welcome to Bethel, Connecticut. Bethel is a vibrant, growing community in western Fairfield county. Bethel has retained its small town charm in the downtown shopping district while providing 21st century facilities and services. Access to major highways and Metro North Railroad makes Bethel attractive to national retailers, corporate and professional offices, light manufacturing, and hospitality venues. Bethel's safe environment, quality schools, affordable taxes, and superb location make it an appealing town to live and work in, attracting solid middle class residents and a skilled and educated workforce.

Historic Downtown Bethel:

The downtown area comprises an historic New England "walking" town center with old and new independent shops and eateries. A wonderful location for start-ups and eclectic ideas, the affordable downtown district gives creative entrepreneurs the opportunity to see their business vision turn to reality.

Route 6 Corridor:

Route 6 is a busy, heavily trafficked Connecticut state highway with direct access from I-84. The perfect location for national-type tenants and regionally oriented businesses, Route 6 is home to Target, Big Y, Microtel, and Starbucks. The Route 6 area includes larger properties and strip malls which house subordinate businesses, mid-sized retail establishments, restaurants, and sports clubs.

Clarke Business Park:

Clarke Business Park is located on Route 53, which intersects the Merritt Parkway and I-95. This location provides for an easy commute from surrounding towns and easy access for delivery of materials and supplies. Clarke Business Park is the home of primarily medium-sized businesses. Its free-standing buildings and affordable rates make it a good match for professional offices and light manufacturing.

Berkshire Corporate Park:

Berkshire Corporate Park has over one million square feet built on 300 park-like acres and is premier space for corporate headquarters, class "A" offices, research and development, or light industrial or warehousing facilities. Berkshire Park is easily accessed from I-84, Route 6, and Route 7.

We welcome your business. Bethel's Planning and Zoning Office and Chamber of Commerce provide friendly, knowledgeable resources for helping start a business in Bethel. For more information, call 203-794-8519 or visit <http://www.bethelbusiness.org>.

Bethel is a family oriented community that values education. More than half of the population hold degrees of higher education.

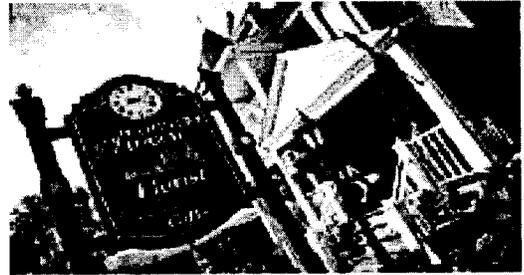
15 Reasons to Locate Your Business in Bethel, CT

1. Some of the best commercial space available anywhere
2. Reasonable lease/rental rates and taxes
3. Proximity to client base with potential for growth
4. Excellent planning and zoning
5. Access to major highways and all of Fairfield County
6. Safe and secure--low crime rate
7. Not saturated with competition
8. Excellent mix of businesses--large, multinational companies and local and regional businesses as well as retail, professional, and industrial businesses
9. Active business community represented in Chamber of Commerce, town and state government, and other business organizations
10. Wonderful mix of new and old architecture
11. Charming "walkable" downtown with nearby Metro North train station- patrons can walk around and discover stores, restaurants, and other businesses
12. Warm, friendly, supportive residents and customers
13. Great place to live--great schools including a national award winning elementary school
14. Local pool of skilled and educated workers
15. Knowledgeable and helpful town staff facilitates getting

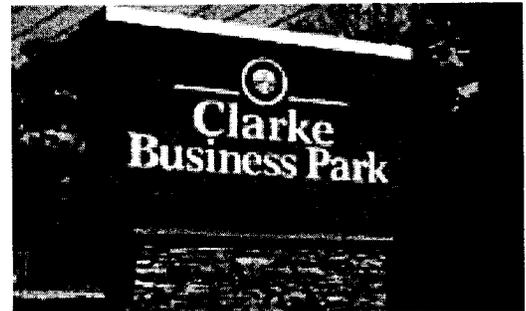
"The town of Bethel, Connecticut, has a diverse mix of commercial locations that can meet the needs of most any business. Our historic downtown and the Route 6 commercial corridor are the ideal locations for any size retail business. Together with the Francis J. Clarke Industrial Park, an optimal location for industrial start-ups and established businesses, and the Berkshire Corporate Park, which hosts AAA office space, Bethel can provide the perfect location for your Business needs."

-Steve Palmer

Economic Zones



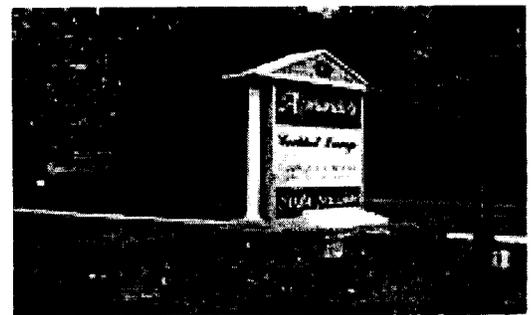
Greenwood Ave. - An historic downtown Bethel boasts a traditional main street with unique boutiques, restaurants and office space.



Clarke Business Park - An epicenter for industrial progression within Bethel, positioned on a large and highly maintained property.



Berkshire Corporate - A corporate office park allowing for a healthy atmosphere and business growth.

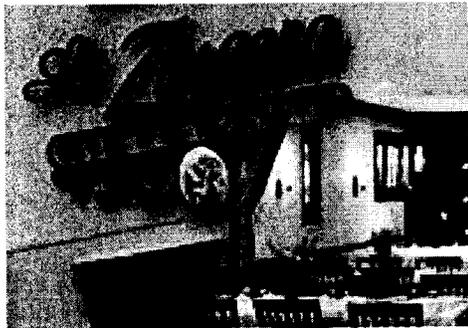


Stony Hill - A variety of shops and restaurants line the well-traveled Route 6 corridor and provide an atmosphere for customer traffic.

Bethel Success Stories

“White Light has been open for 35 years. Bethel has supplied White Light with plenty of resources to build a successful business.”

***- Don Dempsey
White Light***



“Everything in the restaurant business is location. So what drew me to Bethel was the charming downtown area. When I drove through it was a quaint little village, people walking out and about. I think that was the biggest draw to Bethel.”

***- Lisa Tasso
La Zingara***

Where to go for assistance in Bethel

Clifford J. Hurgin Municipal Center
1 School Street
Bethel, CT 06801
Open Monday-Friday, 8:30 am-4:30 pm
(203) 794-8501

Planning & Zoning Office
(203) 794-8578
Landuse@betheltownhall.org

Economic Outreach Committee

Chamber of Commerce <http://www.bethelchamber.com/>
184 Greenwood Avenue, Bethel, CT 06801, (203) 743-6500



June 26, 2012

**RECOMMENDATIONS FROM THE SUBCOMMITTEE
COMPRISED OF JAY STREAMAN, PAUL RINALDI, BONNIE
BROWN, ROBERT STOSSER AND ROY STEINER CHARGED
WITH RESEARCHING THE HIRING OF A PART TIME
ECONOMIC DEVELOPMENT PERSON FOR THE
TOWN OF BETHEL**

The subcommittee addressed four items in putting together the recommendations of why we felt hiring a part time Economic Development person would be beneficial to the Town.

The four items that were addressed by the subcommittee are as follows:

- 1. Why. What is in it for Bethel?**
- 2. Candidate profile**
- 3. Job description**
- 4. Measuring the job**

Please see accompanying pages.

WHY-WHAT'S IN IT FOR BETHEL

- **Long overdue-2007 Bethel Plan of Conservation and Development (Page 66) recommended hiring a full time Economic Development Director.**
- **Currently Bethel is non-competitive. Most surrounding towns have part-time or full-time Economic Development staff.**
- **2011 business survey clearly pointed out that there is no single contact in town hall and that the permit process can be unfriendly.**
- **Town has almost no information on current business base. Economic Development person will build meaningful data base.**
- **Single point of responsibility to find new businesses, close deal for Bethel location, shepherd business through town process, and retain current businesses.**
- **New hire will be responsible for growing Commercial Grand List.**
- **Plan is for position to be self-funding. New business grand-list growth will offset salary.**

CANDIDATE PROFILE

- **Bethel-area resident with a minimum of a Bachelor's degree.**
- **Could be retired-must have a strong, successful sales/marketing background.**
- **Both commercial real estate and town hall knowledge are an asset.**
- **High degree of technical competence a must.**
- **Excellent oral and written skills including public speaking and ability to chair meet and greets.**
- **Energetic, enthusiastic, competitive person.**

JOB DESCRIPTION

- **Report hardline to First Selectman with strong dotted line to Chair of Economic Development Commission. Office will be located in town hall.**
- **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. 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 relationship 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.**
- **Act as own PR director to tout Bethel and its accomplishments to electronic and print media as well as radio and TV.**

MEASURING THE JOB

- **Weekly activity report including calls, contacts and report of stages of sales process by business. Distribute report to First Selectman and chair of EDC.**
- **Bi-weekly regular scheduled meeting with First Selectman and EDC Chair.**
- **Quarterly report on growth of commercial grand list.**
- **Since this is a new position, person will be "writing" the textbook. First Selectman and EDC chair must measure initiative and ingenuity of new hire.**
- **At conclusion of first six months, survey businesses re effectiveness of person.**