



# *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, June 25, 2013  
6:30 P.M.

CJH MUNICIPAL CENTER-MEETING ROOM "A"

RECEIVED

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TOWN OF BETHEL  
TOWN CLERK

**PRESENT:** Michael Boyle, Chairman, Kevin McMahon, Roy Steiner, and Bonnie Brown.

**ABSENT:** Sharon Straiton, and Erik Anderson.

**ALSO PRESENT:** Janice Chrzescijanek, Economic Development Director, and Members of the Economic Outreach Committee.

**CALL TO ORDER:** Michael Boyle called the meeting to order at 6:30 p.m. with the pledge of allegiance.

**MINUTES OF MAY 28, 2013:** Kevin McMahon made a motion to approve the minutes as presented. The motion was seconded by Bonnie Brown. Vote, all in favor, motion unanimously approved.

### ECONOMIC DEVELOPMENT DIRECTOR REPORT:

Janice Chrzescijanek presented her report to the Committee and Commission (see attached).

Chairman Boyle informed the Committee of the State approving re-naming of their State Maps that in turn allows us to be eligible to develop in the future. Chairman Boyle talked of the ultimate goal for Clarke Park and reclassification of "Open Space" to "Other Lands".

A lengthy discussion regarding the beautification of Clarke Park, a need for a more thorough mowing and attention to certain areas. The fact that this is Town owned property and Parks and Rec. apparently don't have the manpower to attend to the upkeep. Chairman Boyle stated that certain property/business owners take it upon

themselves to maintain areas that would otherwise be neglected. Bob Stosser of the Economic Outreach Committee recommended the Bethel Garden Club for maintaining the plantings around the new sign.

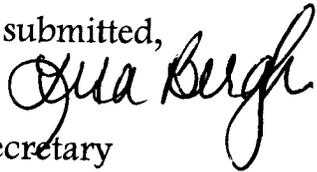
Janice reported that a business owner Advisory Committee will be formed with Janice as the Chairman, with suggestions/comments/ complaints being then referred to the Economic Development/Economic Outreach Committees.

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

Meeting adjourned at 8:05 PM

Respectfully submitted,

Lisa Bergh,  
Recording Secretary

A handwritten signature in cursive script, appearing to read "Lisa Bergh", written over the printed name and title.



# OFFICE OF ECONOMIC DEVELOPMENT

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## Economic Development Update June 25, 2013

### Communication of Position

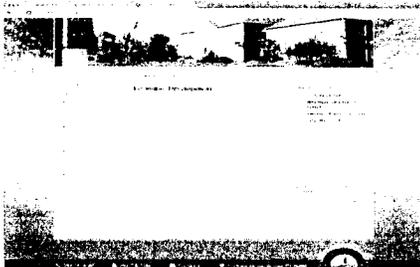
1. Press release in news publications
2. Announced in the Chamber newsletter and at recent Chamber events (coffee talk, annual meeting)

### Introductions

1. Commercial brokers
  - June – Advantage Realty
2. Town departments
  - Introduction email sent
  - Personal introductions
3. New and existing businesses
  - Ribbon cutting ceremonies
  - Personal introductions
4. Meet and Greets
  - June 26 – Downtown property owners
  - Putting together a schedule for other property and business owners
5. Berkshire CP – Meeting scheduled for July 10th
6. Economic Development
  - Western CT Economic Development Alliance (WCEDA) – Attended meeting on May 29th
  - Newtown ED – Meeting on July 11<sup>th</sup>
  - CERC – Meeting on July 17<sup>th</sup>
  - DECD – Meeting in July

### ED Communication

1. Website Development
  - Welcome, Contact Information, “Facts About Bethel” (including town profile), “Why Open a Business In Bethel?” (includes “15 reasons to locate your business in Bethel”), “Starting a Business In Bethel” (includes state licensing and registration and permit process), Property Search



2. Facebook Page – facebook.com/bethelcted
3. LinkedIn Page – linkedin.com/groups/Bethel-Economic-Development-504771
4. Database Development – In process

### **Marketing Materials**

1. Bethel Brochure
2. New Business Welcome Packet

### **Business Growth/Supporting Existing Businesses**

1. Business Workshops (partnered with Chamber, Bethel Publics Library, SCORE, SBA)
  - June 27<sup>th</sup> - Starting a Small Business: The Practical Stuff
  - July 29<sup>th</sup> – Optimizing Outlook to Grow your Business
  - August 29<sup>th</sup> – Ignite Your Income – Relationship Strategies to Grow your Business
  - September – Leadership in todays-multipaced business world
2. “Recruiting Businesses to Your Town” – Attending workshop on June 25<sup>th</sup>
3. Providing Programs
  - C-PACE – Program that provides commercial buildings access to financing to undertake qualifying energy efficiency and clean energy improvements on their buildings and repay the investment through an additional charge on their property tax bill. Under review by tax

### **Clarke Business Park Expansion**

1. Submitted a CEDS project solicitation form on June 14<sup>th</sup> for the Expansion of Clarke Business Park. This project will be submitted, with other regional projects, to the US Economic Development Administration for approval.
2. Department of Economic and Community Development (DECD) – Meeting with representatives over the next couple weeks to discuss reclassification of 3 parcels from “Open Space to “Other Lands” and to talk about funding that may be available to Bethel.

### **Permitting Process**

1. Meeting with permit departments to develop a checklist and visual diagram of the permit process in order to help businesses understand the process better.

### **Recommendations/Discussions:**

1. **Clarke Park Advisory Committee** – Core group (7-10 members) of property and business owners, in the park community, who will make recommendations to the Economic Development Commission regarding programs, projects, and issues pertaining to the park. They will also review and make recommendations regarding the park’s rules and regulations.
2. **Clarke Park Expansion** – What acreage of property do we submit to the engineer for expansion cost estimate?