

**DRAFT MINUTES**  
**BROOKFIELD ECONOMIC DEVELOPMENT COMMISSION**  
**TUESDAY, MAY 27, 2014 7:00 PM ROOM 129**

Chairman Hal Kurfehs convened the meeting at 7:05 PM, and established a quorum of members:

**Present:** Chair Hal Kurfehs; Secretary Dave Matte; Commissioner Greg Dembowski;  
Commissioner Tolmoff

**Absent:** Vice Chair Mara Frankel; Commissioner Fisher

**Also Present:** Ms. Wagner, Website Developer; Nelson Malwitz; Recording Secretary Emily Cole Prescott

- 1.) Approval of Minutes (04/23/14) – **Commissioner Dembowski made a motion to accept the minutes from the last meeting. Secretary Matte seconded the motion, and it carried unanimously.**

*The Commission moved to discussion of the EDC Website Development Workshop.*

- 3.) EDC Website Development Workshop – Ms. Wagner mentioned that the site is live, but Google needs a bit of time to recognize the site for searches.

Ms. Wagner stated that she had populated the Commerce section of the site with everything she had. Chairman Kurfehs mentioned that the Raymour & Flanigan plaza and the industrial buildings on the corner of Silvermine and Federal Road would be great to photograph and add to the site.

Ms. Wagner stated that the name of the link has been changed to “industrial & retail properties” from “available commercial properties”. She noted that she would like to change the picture of the location of the map of the Town Center District to a picture of a commercial building in Town. Ms. Wagner continued to review parts of the site with the Commission, as well as note changes she had made.

Chair Kurfehs asked about having a map to delineate the location of most of the industrial and commercial spaces throughout the Town.

*Commissioner Tolmoff entered the room at 7:14 PM.*

Ms. Wagner stated that she has added six pages to the site, which help to explain the Land Use applications a business owner would need to complete and submit to request approval of a business space and use. Commissioner Dembowski clarified that Nelson Malwitz had compiled these pages based on his meeting with Community Development Director Katherine Daniel.

Ms. Wagner mentioned that testimonials should be added, scattered throughout the site, preferably on the sides of the pages.

Ms. Wagner noted that pictures of the various types of housing in Brookfield – condos, townhouses and apartments – should be added to the site as well. Commissioner Tolmoff volunteered to take some pictures of housing throughout the town.

Ms. Wagner stated that the fact sheet is currently missing, but she has spoken with her copywriter about drafting this document. Commissioner Dembowski stated that the two pieces of the site also currently missing are transportation and community. Chair Kurfehs mentioned that the HVCEO website may be a good resource on which to find transportation information. Commissioner Dembowski asked Chair Kurfehs to contact Vice Chair Frankel regarding the information for these two topics.

The Commission discussed the “How Can We Help” information, and noted that currently Chair Kurfehs is the primary contact on this link. Secretary Matte suggested that the entire Commission be added as contact. Commissioner Dembowski suggested that the viewer is referred back to the complete list of Commission contacts.

Ms. Wagner stated that the Commission is also missing the investment incentives, and Commissioner Dembowski replied that the First Selectman is in the process of drafting this document.

*Nelson Malwitz entered the meeting room at 7:38 PM.*

Ms. Wagner stated that the directory is functioning, and Commissioner Dembowski stated that the Commission can now start collecting emails through the constant contact program.

The education link has now been termed “Training and Education”. Chair Kurfehs stated that the Commission can refer a business owner to training opportunities. Secretary Matte noted that there is a push for the university systems to offer more career-driven education, and mentioned that the Commission may want to consider partnering with a university.

Commissioner Dembowski suggested adding a picture of a commercial development under construction. Ms. Wagner asked if there is a ribbon-cutting picture. Commissioner Tolmoff asked if a picture of 227 Federal Road should be added, and Commissioner Dembowski replied in the affirmative.

*Nelson Malwitz left the meeting room at 7:45 PM, and re-entered at 7:47 PM.*

Commissioner Dembowski stated that he had some updated information about the population of Brookfield. Ms. Wagner briefly mentioned the benefits of using Dropbox for file and picture sharing.

*Nelson Malwitz left the meeting room at 7:50 PM.*

Ms. Wagner stated that she will next create the Constant Contact template, which she now has access to do. The email blast to announce the site will look similar to the site. She stated that the language of that blast should encourage business owners to complete the business directory.

Commissioner Dembowski reviewed the necessary outstanding information:

- Community and Transportation information to be completed – Chair Kurfehs stated that he will check with Vice Chair Frankel about this matter.
  
- Testimonials – N. Malwitz stated that Raymour and Flanigan is one of the top Raymour & Flanigan stores, and Chair Kurfehs stated that Brookfield Costco has the highest sales volume in the State. Chair Kurfehs will contact the owner of the Brookfield Costco store for a quote. Commissioner Dembowski will contact the owner of Raymour & Flanigan for a quote/testimonial. Commissioner Dembowski also noted that Roy Young, a property owner throughout the Town, should be contacted.

Ms. Wagner stated that the Commission will be able to edit anything on the site. The Commission briefly discussed the business incubator, and mentioned the steps needed before this program to be a success.

Commissioner Dembowski stated that the copywriter will create the text for the fact sheet; the purpose of the fact sheet is to summarize most of the information on the website into one concise document.

*Nelson Malwitz re-entered the room at 7:57 PM.*

Ms. Wagner stated that the Zoning map is online, and the Plan of Conservation and Development has also been added. Ms. Wagner mentioned that one of her next steps is to train the Commissioners. She suggested that two Commissioners are trained. Commissioner Dembowski asked Chair Kurfehs who he would like to have the training for the site, and also asked about the possibility of having a Town Hall staff member be trained to update the website to do the monthly or semi-monthly revisions, as needed.

Ms. Wagner reviewed some of the information with the Commission regarding training, such as editing the pages and the business directory. Nelson Malwitz mentioned that someone on the Commission will be receiving business requests via email from business owners who log into the site and request to be added to the business directory. This business request list will most likely require weekly updates. Ms. Wagner also mentioned that the News and Business sections of the site will need to be updated periodically, most likely monthly. Lastly, she mentioned the possibility of the Commission's adding pages and pictures in the future. This third option would rarely be done. Commissioner Dembowski volunteered to help with the updating of the site, as did Commissioner Tolmoff. Currently, Ms. Wagner is the only person who can edit the site. Commissioner Dembowski suggested that the Commission be trained at the next meeting.

Nelson Malwitz briefly mentioned the possibility of having a sub-site for the business incubator information, which he believes will have much information.

Commissioner Tolmoff asked Ms. Wagner how many pages are currently on the site, and Ms. Wagner replied that the site is comprised of approximately forty pages.

Nelson Malwitz mentioned that there could be an article on the EDC website about the Jumpstart program. Any suggested website revisions should be sent to Commissioner Dembowski. Ms. Wagner stated that she has submitted the web address (brookfieldedc.org) to Google, Google Maps, Bing, meta tag, so search engines will be able to recognize it.

Commissioner Dembowski and Ms. Wagner will meet to review the site. Nelson Malwitz noted that he has updated a Word Press website in the past. Commissioner Dembowski stated that for next month's meeting the Commission should consider the writing of a newsletter to announce the website. Chair Kurfehs offered to draft this announcement/introduction. Ms. Wagner stated that Katherine Daniel will be sending this email to all of the Town's Constant Contact lists, but she (Ms. Wagner) will be preparing the template. Ms. Wagner stated that after someone signs up to be added to the business directory, a confirmation page comes up to encourage the viewer to also sign up for the newsletter. Ms. Wagner stated that the goal is to try to build a list of names.

Ms. Wagner asked if she could put her design and name on the bottom of the website, and Commissioner Tolmoff replied in the affirmative.

4.) Further Discussion – Commissioner Dembowski mentioned the Business Incubator Program. Nelson Malwitz stated that there were 555 people from all over the world at the conference he and Commissioner Dembowski attended regarding the development of business incubators. He and Commissioner Dembowski had met a couple of people from CT who are looking to also promote business incubation. In its full-blown form, there is a client and a space from which to work, and people are brought in to assist with sales pitches and elevator speeches. There are volunteers to help with the legal and financial aspects of the start-up businesses. Mr. Malwitz explained that Danbury has an innovation center, not an actual business incubator. The business incubation centers are located in East Hartford, and Yale has a center which is focused on Yale's students. To be sustainable, Mr. Malwitz explained that the incubator is started by providing the space and letting people come to rent the space for a few hours. There could be a coffee bar where people come to meet and network. The smallest start to a business incubator is a co-working space offering coffee and wi-fi, of which there are many throughout CT. Beyond that, an innovation center would be the next step and would require some capital improvements as well as fees for start-up businesses to rent space. The next step up is the creation of a tech center, which would require funding and its own board of directors. Mr. Malwitz stated that approximately forty percent of business incubators are connected in some way to a university. Chairman Malwitz stated that there are some ways to make this process work, but it will require some energy to facilitate it. Chairman Malwitz stated that the planning is at the preliminary stages. Commissioner Dembowski stated that he and Nelson Malwitz had met the UCONN small business association manager at the conference, and will be meeting with him regarding this project.

*The Commission moved to discussion of Updates.*

2.) Updates – Chairman Kurfehs noted that the Laurel Hill apartments (Residences at Laurel Hill) have started. Chair Kurfehs noted that Brookfield Village (800 Federal Road) is also

requesting approval for the land behind the main parcel. Chair Kurfehs stated that Barnbeck Place (398 Federal Road) is about to begin construction. Chair Kurfehs mentioned that 857 Federal Road has closed on the land and appears to be ready to start construction. Nelson Malwitz mentioned he had spoken at the previous Board of Selectmen’s meeting on June 5<sup>th</sup> about the possibility of adding sewer to the Brookfield Market and the Craft Center, as well as along Dean and Pocono Road where there are currently stressed septic systems.

5.) Adjourn – **Commissioner Dembowski made a motion to adjourn at 9:05 PM. Commissioner Tolmoff seconded the motion, and it carried unanimously.**

**The Commission will meet again on the third Tuesday of June, the 17<sup>th</sup>.**