

Brookfield Economic Development Commission Regular Meeting
MINUTES

Tuesday, May 21, 2019 7:00PM
Brookfield Town Hall, Conference Room 209

1. CALL THE MEETING TO ORDER-Chairman J. Fisher called the meeting to order at 7:00 p.m.
Present: Chairman J. Fisher, Vice Chair G. Dembowski, Commissioner P. Gerardi, Commissioner R. Reynolds, and Commissioner D. Matte
Absent: Commissioner M. Butow
Also Present: D. Ferraro, Community Development Specialist; A. Kennedy, Recording Secretary; Betsy McIlvaine, Chair, Brookfield Commission on Aging
2. APPROVAL OF LAST MEETING MINUTES-4/16/19 **Vice Chairman G. Dembowski made a motion to approve the minutes from 4/16/19. D. Matte seconded the motion and it carried unanimously.**
3. PUBLIC COMMENT
4. NEW BUSINESS
 - a. Commission on Aging discussion-Betsy McIlvaine introduced herself and said she was here to discuss different types of housing for seniors (congregate housing, specifically) in response to receiving a copy of the EDC's Strategic Plan. She also discussed transportation as an important issue for seniors. Vice Chairman G. Dembowski suggested bring the issue of congregate housing before the Zoning Commission to see if this is something that is included in the Zoning Regulations.
 - b. Farmers Market discussion-Betsy McIlvaine discussed the farmers market as an opportunity for people to shop local from small nearby vendors. She said one of the vendors, Kimberly Farms, which is located in New Milford, said they make more money at the Brookfield Farmers Market than they do at the New Milford Farmers Market. B. McIlvaine said the Town charges the vendors \$100 per year, which basically covers marketing costs. Each vendor provides their own insurance. The Commission discussed possible safety measures due to the market's location in the parking lot near the street. B. McIlvaine said one of their projects this year is to try to get a head count of people visiting the market each week. R. Reynolds said a headcount would help with possible future sponsorships. P. Girardi suggested adding a nutritional education component to the market as another way to encourage possible future sponsors. Vice Chairman G. Dembowski suggested adding something about the Farmer's Market to the EDC website.
5. OLD BUSINESS
 - a. 2019 BUDGET UPDATE – D. Ferraro said the EDC budget is currently \$534.29, with some of those funds going to a lunch with DiFeo Manufacturing, to be scheduled in the end of May/beginning of June. Chairman J. Fisher asked D. Ferraro to look into name tags for EDC members for use during public events. Chairman J. Fisher noted that D. Ferraro will not be able to attend the upcoming block party so would like the EDC Commissioners to volunteer

to cover the booth during different time slots. He also noted the Brookfield Village Association has asked for volunteers as well. P. Girardi said he will speak to Kathy to see if they can have the Town Center, the EDC and the Bank's booths close together at the block party to make it easier to cover multiple booths. Chairman J. Fisher said he will send out an email regarding a schedule for the Commissioners to fill at the Block Party. P. Girardi discussed the possibility of having next year's Block Party on Federal Road, since it has gotten so big. Vice Chairman G. Dembowski said the state would not allow them to close Federal Road.

- b. COMMUNITY SPECIALIST UPDATE – D. Ferraro said she has printed the flyers out in large format, with one for residents and one for businesses. She distributed samples to the Commission for their review and comment. She asked for comments by tomorrow at 4pm so she can move forward with printing. She said she will order 200 of each flyer, which will cost \$125. D. Ferraro noted June 19th is the next workshop in the business series, which will be catered by First Bite Catering and will feature Nelson Merchan as a speaker at the event.

D. Ferraro said the Zoning Enforcement Officer creates a list of the newest businesses in town and she thinks the EDC should review this list at every meeting. She read the current list of new businesses and the Commission discussed sending out a welcome letter to new business owners. Vice Chairman G. Dembowski suggested adding these new business's contact information into their database for email contact. P. Girardi suggested also reaching out to businesses that do not have a storefront/retail, such as real estate holding companies, partnerships, etc.

D. Ferraro said Vice Chair G. Dembowski has been working with engineering companies on the trail extension project, putting out potential bids to extend the greenway. They are waiting for an environmental assessment letter from the state before they can proceed. Vice Chairman G. Dembowski said the bids are due June 4th.

- c. STREETSCAPE UPDATE

Vice Chairman G. Dembowski handed out a document with Streetscape schedules and updates for the Commission to review. He noted they are still waiting for the DOT audit on Phase One in order to close it out. He discussed bids on Phase Two, and said they are working on paperwork for the DOT, working up to the kick-off meeting. Regarding Phase Three, Vice Chairman G. Dembowski said he wrote a 41 page re-write of the regulations specifically addressing Streetscape amenities and the public hearing for that regulation change is scheduled to open on June 13th. Regarding Phase Four, he said Brookfield is the number one approved project out of WEST COG, and now the DOT will make the final decision, and Brookfield will be up against the other towns in CT with populations up to 200,000.

Chairman J. Fisher made a motion for the EDC to speak in favor of the proposed regulation change, unless any objection is found after the Commission reviews the draft. R. Reynolds seconded the motion and it carried unanimously.

- d. STRATEGIC GOALS and ACTION PLAN UPDATE-Vice Chairman G. Dembowski read through the Action Plan and reviewed assignments worked on by D. Ferraro and Commission members. Chairman J. Fisher discussed other Town meetings he has attended recently. D.

Matte also discussed attending a recent Inland Wetlands Commission meeting. Vice Chairman G. Dembowski discussed scheduling future co-meetings with other Commissions, similar to meeting with Betsy McIlvaine tonight. Vice Chairman G. Dembowski discussed the action item regarding identifying possible new Commission members, and noted the new Commissioners M. Butow and A. Walp.

Chairman J. Fisher noted an upcoming ribbon cutting on June 1st for Foundation Rx. He also asked Commission members to advise himself or D. Ferraro if they will be traveling throughout the summer and therefore unable to attend meetings.

P. Girardi discussed misconception in town that taxes will be going up significantly due to the new school passing, and how the EDC can address misinformation and distribute accurate information to Brookfield citizens. Vice Chairman G. Dembowksi discussed analyzing demographic trends, as outlined in the EDC Action Plan, to address these issues.

Chairman J. Fisher asked about D. Ferraro providing binders for the Commission members and Vice Chairman G. Dembowski said he will send her a reminder.

6. ADJOURN

Vice Chair G. Dembowski made a motion to adjourn at 8:33 p.m. R. Reynolds seconded the motion and it carried unanimously.