

Special Meeting Minutes
Town of Vernon Economic Development Commission
Wednesday, October 12, 2011 7:30 AM
Vernon Town Hall, 3rd Floor, 14 Park Place
Rockville/Vernon, CT

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1. Call to Order

Meeting called to order at 7:43A.M. Present were Jeff Cohen, Bruce Kellogg, Bill Breslau, Peter Olson, Dan Kennedy and Shaun Gately. Tim Ackert arrived at 7:57 A.M. Absent were Jim Sendrak, Bill McGurk and Vinnie Shaheen.

2. Public Forum

There was no one present to speak at Public Forum

3. Approval of Minutes from the September 14, 2011 meeting

Motion was made by Peter Olson and seconded by Bruce Kellogg to accept the minutes of the September 14, 2011 meeting. Motion passed unanimously.

4. Administrative Items

A. Communication and Correspondence – There was no report.

5. New Business

A. Courting of new businesses
- Economic Development Fair October 12, 2011 – Following this meeting Shaun Gately stated that the Economic Development Fair would commence at 9:00 A.M. and run until 11:00 A.M.

6. Old Business

A. Plan of Conservation and Development Implementation Plan

After a brief discussion regarding the EDC's participation in the POCD implementation, the EDC reviewed the plan and agreed on the following priority Levels pertinent to their commission:

Historic Resources

I. Preserve and Promote Vernon's Historic Resources

5b. Determine approach to improve the facades and overall design of buildings in the RDBR zone – Priority Level - Medium

Community Character

M. Promote Community Spirit Throughout Town

3. Develop a brand/positive and recognizable image to help convey Vernon's unique identity in a way that meets the goals in this POCD – Priority Level- High

O. Enhance Gateways

1. Enhance the gateways to our community. – Priority Level - High

Rockville

P. Maintain and Enhance the Village Mature of Rockville

1. Encourage business and property owners to make improvements that will contribute to Rockville's village atmosphere – Priority Level – High. The commission stated that the RDA should also be brought into the discussion.

Q. Encourage the Revitalization of Rockville

2. Continue to support and collaborate with the RDA – Priority Level – High
3. Increase patronage of Rockville businesses by employees in the area and Vernon residents – Priority Level – Medium
4. Encourage redevelopment of West Main Street Retail Block – Priority Level – Low
5. Continue efforts to redevelop/re-tenant the Citizens Block – Priority Level – High
6. Work to ensure that existing buildings (e.g. mills) can continue to support business uses. Priority Level - Low

Vernon Center and Talcottville

S. Maintain and Enhance Talcottville

3. Encourage the rehabilitation of the Talcottville Mill – Priority Level - High

Business Development

Y. Maintain Vernon Circle as a Regional Commercial Destination

3. Encourage existing businesses to improve the appearance of buildings and signs and to provide pedestrian amenities. Priority Level - Low
7. Encourage the consolidation of smaller properties when developed/redeveloped – Priority Level – Medium

- Z. *Encourage Appropriate Business Development at Exits 66 and 67*
1. Encourage business development – Priority Level – High
 2. Work with residents, landowners and local economic development officials to determine desired form/style of development for both areas – Priority Level – High
 - 3a. Update zoning to allow a wide variety of uses – Priority Level – High
 - 3b. Update zoning to regulate or create incentives for desired form/style – Priority Level – High

BB. *Retain Businesses and Promote Additional Business Development Opportunities*

1. Actively promote business development in commercial and industrial districts – Priority Level – High
2. Capitalize on Towns' proximity to both UConn and Hartford- Priority Level – High
3. Consider extending sewers to business zones not currently served by sewers – Priority Level – High
4. Identify additional innovative approaches to economic development – Priority Level – High

Transportation

MM. *Address Parking Needs*

2. Encourage landowners to share parking in Rockville – Priority Level - Low

Utilities

OO. *Ensure that Utilities Meet Current and Future Needs*

5. Ensure Vernon offers up-to-date communication options – Priority Level – Low

Commission entertained comments from the Public – MS. Rebecca Nolan, Business Development Manager for Metro Hartford Alliance addressed the commission and encouraged them to continue to participate in their alliance. It was suggested that the Intermodal Transportation Center be added to a future agenda for discussion.

7. **Adjournment**

A motion to adjourn was made by Peter Olson and seconded by Dan Kennedy at 8:27 A.M. . Motion passed unanimously.

Respectfully submitted,
Peggy A. Jackle
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Recording Secretary

