

Town Clerk

Special Meeting Minutes
Town of Vernon Economic Development Commission
Wednesday, January 11, 2012 at 7:30 A.M.
Vernon Town Hall, 3rd Floor, 14 Park Place
Rockville/Vernon, CT

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DRAFT

1. Call to Order
Meeting called to order at 7:35 A.M Present were Jeff Cohen, Bruce Kellogg, Bill Breslau Peter Olson, Tim Ackert and Shaun Gately. Those absent were Bill McGurk, Vinnie Shaheen and Jim Sendrak.
2. Public Forum
No one was present to speak at Public Forum
3. Approval of Minutes from the meeting on Oct. 12th, 2011 and Dec 14th 2011
Motion was made by Bill Breslau and seconded by Peter Olson to accept the minutes of the October 12, 2011 and December 14, 2011 meetings. Motion passed unanimously.
4. Administrative Items
 - A. Communications and Correspondence
Shaun Gately will update commission regarding correspondence from Wayne Schneider on the proposed Tractor Supply location under New Business.
 - B. Other
Nothing to report.
5. Economic Development Status Update
 - A. Current projects were presented by Shaun Gately are as follows:
 - Solar Farm
Town Council approved to go into purchase agreement to buy solar power. There could be a potential \$ 130,000 savings to the Town.
 - Cardio Express- Jumping Jonny's
Cardio Express has received their certificate of occupancy and should be moving into the facility within the next two weeks. Moving into their old building will be Jumping Jonny's, an inflatable children's entertainment business.
 - Nurse Alarm Systems
A Massachusetts based business who makes medical alarms and medical equipment will be moving into the Nyack building across from Hockanum Industries.

- Dog Essentials
A new dog grooming business will be moving into 500 Talcottville Road
- Posh Pups
A new dog grooming business on the Vernon/Tolland town lines.
- Xtra Mart
A new business moving to the corner of Hartford Turnpike and Route 30, near Horton's and the Shell Station.
- Peking House
The former Big Tang building will be reopening within the month
- Prospect Street Convenience store
A new convenience store and deli to be located at 60 Prospect Street.
- Suburban Home Medical
A retail distributor of wheelchairs and walkers, etc to be located at Tri-City Plaza.
- Dream Chasers
A career counseling business to be located on Main Street in Rockville.
- State Farm Insurance
A new business opening up on 10 High Street in Rockville.

6. New Business

A. POCD Implementation objectives

- The commission discussed the POCD Implementation plan and its objectives and selected the following assignments:

I. Preserve and Promote Vernon's Historic Resources *(see page 50)*

I-5b. Determine approach to improve the facades and overall design of buildings in the RDBR. **(Medium-Priority)** – Bill Breslau, Jim Sendrak

M. Promote Community Spirit Throughout Town *(see page 55)*

M-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. **(High-Priority)** – Jeffrey Cohen, Bill McGurk

O. Enhance Gateways *(see page 56)*

O-1 Enhance the gateways to our community. **(High-Priority)** – Bruce Kellogg, Dan Kennedy

P. Maintain and Enhance the Village Nature of Rockville *(see page 64)*

P-1 Encourage business & property owners to make improvements that will contribute to Rockville's village atmosphere **(High-Priority)**
Bill Breslau, Jim Sendrak.

Q. Encourage the Revitalization of Rockville *(see page 70)*

Q-2 Continue to support and collaborate with the RDA. **(High-Priority)**

Q-3 Increase patronage of Rockville businesses by employees in the area and Vernon residents. **(Medium-Priority)**

Q-4 Encourage redevelopment of West Main Street Retail Block. **(Low-Priority)**

Q-5 Continue efforts to redevelop / retenant the Citizens Block. **(High-Priority)**

Q-6 Work to ensure that existing buildings (e.g., mills) can continue to support business uses. **(Low-Priority)**

Bill Breslau, Peter Olson, Jim Sendrak.

S. Maintain and Enhance Talcottville *(see page 73)*

S-3 Encourage the rehabilitation of the Talcottville Mill. **(High-Priority)**

– Tim Ackert

Y. Maintain Vernon Circle as a Regional Commercial Destination *(see page 84)*

Y-3 Encourage existing businesses to improve the appearance of buildings and signs and to provide pedestrian amenities. **(Low-Priority)**

Y-7 Encourage the consolidation of smaller properties when developed / redeveloped. **(Medium-Priority)** – Shaun Gately

Z. Encourage Appropriate Business Development at Exits 66 and 67 *(see page 87)*

Z-1 Encourage business development. **(High-Priority)**

Z-2 Work with residents, landowners, & local economic development officials to determine desired form / style of development for both areas. **(High-Priority)**

Z-3a Update zoning to allow a wide variety of uses **(High-Priority)**

Z-3b Update zoning to regulate or create incentives for desired form / style **(High-Priority)**

Entire Commission

BB. Retain Businesses and Promote Additional Business Development Opportunities *(see page 89)*

BB-1 Actively promote business development in commercial and industrial districts(High-Priority)

BB-2 Capitalize on Town's proximity to both UConn and Hartford. (High-Priority)

BB-3 Consider extending sewers to business zones not currently served by sewers. (High-Priority)

BB-4 Identify additional innovative approaches to economic development. (High-Priority)

Entire Commission

MM. Address Parking Needs (see page 108)

MM-1 Encourage landowners to share parking in Rockville. (Low-Priority) – Peter Olson, Bill Breslau, Jim Sendrak

OO. Ensure that Utilities Meet Current and Future Needs (see page 115)

OO-5 Ensure Vernon offers up to date communication options. (Low-Priority) – Shaun Gately

A. Meet Energy Needs (see page 116)

A-1 (Should it be PP-1) Continue to seek alternative energy approaches to reduce energy consumption & energy prices for businesses & residents. (Medium-Priority) – Shaun Gately

B. Set meeting dates and times for the upcoming year.

Shaun Gately is to research the terms and election of officers for the commission.

C. Address request for a letter of support for Tractor Supply location

After a brief discussion, a motion was made by Jeffrey Cohen and seconded by Tim Ackert to write a letter of support to Wayne Schneider for the proposed Tractor Supply location. Motion passed unanimously.

7. Old Business

A. Vernon Economic Development Corporation

The corporation is still in the process of forming but once mission has been defined, they will take on new members. It was suggested that the corporation consider changing their name as it resembles the name of the Economic Development Commission.

Bruce Kellogg left meeting at 8:25 A.M.

Mayor Apel was present during the meeting and was asked if he wished to address the commission. Mayor Apel expressed his gratitude to the commission and emphasized the

need to integrate all areas of Vernon and Rockville; not just the localized pockets of the community.

8. Adjournment

Meeting adjourned at 8:37A.M.

Respectfully submitted,

Peggy A. Jackle

Peggy A. Jackle

Recording Secretary

A handwritten signature in black ink, appearing to read "Peggy A. Jackle". The signature is stylized and includes a large, sweeping loop at the end.