

BLOOMFIELD TOWN COUNCIL

LAND USE & ECONOMIC DEVELOPMENT SUBCOMMITTEE

There was a regular meeting of the above referenced subcommittee held on Tuesday, May 21, 2013 at 7:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilor Gamble, Deputy Mayor Hypolite and Councilor Jacobs

Also present were: Mayor Schulman, Councilor Rivers, Philip K. Schenck, Jr., Town Manager, India Rodgers, Clerk of Council and Thom Hooper, Director of Planning

The meeting was called to order at 7:05 p.m.

Profile of Characteristics for Economic Development Consultant

Deputy Mayor Hypolite stated his support of the Bloomfield Center Plan. His recommendations to describe characteristics of an Economic Development Consultant include:

- Ability to have organizational capacity
- Strengthen the town's ability to do Economic Development in Bloomfield Center
- Support and healthy row existing businesses
- Create a climate through town investment with assistance of Town Manager and Council the framework for longer term development.
- Working with the Chamber and the Economic Development Commission helping businesses grow and expand.
- Carry out the actions of the Plan by identifying funding sources
- Coordinate with other departments to carry out various aspects of the plan
- Reporting all progress to the Council
- Update plan actions and new priorities arise
- Assist in the coordination that draw people to the Center
- Assist with the development of a webpage that solely focus on Economic Development in Town Center.

Councilor Jacobs suggested to develop a profile is to have a specific job description. He identified an individual with 3-5 years of Economic Development experience to implement the Plan of Conservation, strong communication and a professional degree in economic development.

Mr. Thom Hooper suggested developing an Economic Development strategy for the town. Several characteristics include: visiting businesses, support EDC efforts, and take a lead with this project. In addition, Mr. Hooper requested the need to fill two vacancies with the EDC. The framework has been completed to begin implementation of the plan and locating the appropriate individual or firm.

Mayor Schulman mentioned points of plan and recommendation to promote the international flavor in Bloomfield. The entertainment and food venues are recommendations to the EDC, Council or the Land Use & Economic Development subcommittee to define the prime focus for a concept or branding the town center. A major task of this individual is to create a vacant property list. He also requested to reach out to Amazon and convince them to build their warehouse in Bloomfield.

It was also mentioned that a major health facility is also looking to come to Bloomfield and possibly connecting with the University of Hartford.

Deputy Mayor Hypolite mentioned the need to define goals of the Economic Development consultant. There is elements of the Plan of Conservation is to validate the blueprint and execute.

Councilor Gamble stated that the town is not prepared to market themselves at this time. She also stated a coordinator is needed to develop the web with locations to develop a vacant land and every description of every business in town. In addition, creating a reciprocity of business Plans would be valuable in this process.

Mr. Philip K. Schenck, Jr., Town Manager suggested possibly utilizing a different media tool of website communication of various town businesses.

The committee discussed the option of hiring two individuals focusing on financial modeling, marketing (public relations) and website design. The position may be suitable for a consultant, part time town employee or specialized areas of focus.

Mr. Hooper reiterated the importance of working closely as a team to achieve these goals by using a balanced approach.

Deputy Mayor Hypolite stated that the town is in its infancy stage in revitalization of economic development function and initiatives.

Councilor Jacobs stated that a senior level individual with experience level to drive the Plan of Conservation. The Town has had different models in the past that focus on economic development an employee and consulting models. Each plan was deficient in one way or the other. A new model is to identify functional multi components to manage with specific needs.

Mayor Schulman suggested that the Economic Development person be split in two positions:

- Sr. Level individual with experience in implementing town plans.
- Branding and marketing individual for public relations

These two individuals will coordinate with the Town Manager and Town Planner.

The summary below lists the necessary qualifications for an Economic Development entity:

- 3-5 years of experience
- Knowledge of TPZ rules
- Strong communicator
- Professional degree related to the field
- Able to review financial analysis and modeling
- Leader and point of contact
- Being able to understand business plans

The committee requested a report from Mr. Schenck and Mr. Hooper supporting the framework discussed and recommendations for an economic development consultant in today's market. This person(s) will become an asset to the town because it adds value to their job.

ADJOURNMENT

It was moved by Councilor Gamble, seconded by Councilor Rivers and voted unanimously to adjourn the meeting at 8:15 p.m.