There was a regular meeting of the above referenced subcommittee held on Tuesday, February 15, 2022 at 6:30 p.m. via Zoom remote meeting.

Committee Members present were: Councilor Anthony Harrington, Chair, Councilors Rickford Kirton, C.F. Politis and Councilor Joseph Merritt

Also present were: Stanley D. Hawthorne, Town Manager, Jose Giner, Director of Planning and Economic Development and India Rodgers, Clerk of Council

Guest were: Dave Driver, Senior Vice President of Business Development and Corporate Relations and Denise Robidoux, Executive Vice President and Marketing Director of Asset Management and Program Implementation

The meeting was called to order at 6:30 p.m.

Presentation of Enhanced Marketing Program for Economic Development

Mrs. Denise Robidoux from Goman & York Consultants presented an Enhanced Marketing Program for Economic Development in the Town of Bloomfield.

Mrs. Robidoux stated the primary focus of the marketing program for Economic Development:

Business Attraction and Tax Increment Financing (TIF) Districts:
- Target specific industries
- Clustering – build on current industry sectors – Aerospace
- Attract companies from outside the region – new and innovative
- Industry Focus – Life Sciences – Bio-Tech and medical devices
- Advanced Manufacturing – Aerospace & Clean Tech

Marketing Outreach Strategies:
- Trade Shows
- Industry focused meetings
- Social Media
- Advertising – Print and Electronic
- Metro Hartford Alliance
- Direct Campaigns
- Relationship Management

Influencers
Tax Increment Financing (TIF) Districts:

- Roadmap to Success for Bloomfield, while building a vibrant and diverse community

TIF Marketing:

- Relationship Building
- Promotion & Marketing
- Website Enhancements
- Utilizing Diverse targeted strategies

Ms. Robidoux noted a potential tagline: “Bloomfield – a vibrant, diverse and welcoming community “Open to Business”.

Discussion

Councilor Merritt inquired about a current record of available land identifying acreage and rentals. He asked if a monthly update can be provided by Goman & York. The Town has had good luck with offering incentives to potential developers.

Councilor McClary asked about publicizing the available list for land to the public. He recommended posting to the Town website, with more focus on a new Economic Development Commission webpage.

Councilor McClary also inquired about more assistance for small businesses, developing a strategy with attracting mom and pop restaurants and shops; conducting one on one Meet and Greet events.

He also inquired about the TIF Granby Street/Tobey Road District. Is it an enterprise zone, with limitations on manufacturing activities.

Mr. Dave Driver suggested potential use of ARPA funds, to develop a small business loan fund to incentivize new and existing businesses.

Councilor Kirton mentioned the notion of what business look like in post pandemic. There are two major industries in Town; Manufacturing and Service (major shift moving forward) and remote working from home. He noted that it is important to have a unified message, with website enhancements are a must! Business Retention is critical to the success of Economic Development for the Town.

Councilor Politis asked if land listings were for sale, all are broker listed. He suggested to allow businesses to market themselves as well.

Mrs. Robidoux gave a brief overview of the three TIF Districts, Granby Street/Tobey Road, Town Center and Lower Blue Hills Avenue. She displayed “sale sheets” for each district.
Development Inquiries and Project Updates

- Application for 150 housing units – last phase of the Town Center apartments (site plan, March 24, 2022 Town Plan Zoning agenda), wetlands signed off, going before the Design Review Board (DRB).
- Event space offerings at Wintonbury Mall
- Shops at Gillette Ridge – Liquor license in West Hartford – brick and mortar, tentative move to Geissler’s plaza
- Alexandria Manor – 45 market rate apartments – currently being demolished
- Total Walls owner is looking to expand – purchasing 2 lots on Douglas Street

Mrs. Jennifer Valentino-Rodriguez will begin her new position as Director of Planning and Development on February 24, 2022.

The Land Use & Economic Development Subcommittee members thanked Mr. Giner for his hard work, commitment, dedication and service to the Town of Bloomfield. They wished him well in his retirement and the best in all future endeavors.

OLD BUSINESS
NEW BUSINESS

There were no old or new business agenda items for discussion.

OTHER BUSINESS

Councilor McClary inquired about the reporting of minority representation on Town Center Apartments. Mr. Giner noted that a report is available by Paul Butler.

Councilor Politis inquired about the Home Depot Warehouse, they got approval to repurpose for rapid delivery. He also asked about the status update regarding the RFP for 15 Douglas Street. There were two responses received for the Request for Proposal – RFP.

Public Comments

There were no public comments.

Approval of Minutes

It was moved by Councilor Merritt, seconded by Councilor McClary and voted unanimously to approve the minutes of January 18, 2022.

Adjournment
It was moved by Councilor Merritt, seconded by Councilor McClary and voted unanimously to adjourn the meeting at 8:00 p.m.