

ECONOMIC DEVELOPMENT COMMITTEE
Minutes: March 22, 1993

PRESENT

S. Shapiro, Chairman
S. Gionfriddo
W. Corvo
E. Pattavina
N. Conaway-Raczka

ALSO PRESENT

T. Stein, Press
S. Libby
G. Souto
M. Daly, Courant
W. Sheedy, Courant
M. Stewart, Press
P. Cacciola
MPD Officer
L. Ozga
W. Kuehn
3 Members of the Public

Chairman Shapiro called the meeting to order at 6:04 p.m. in Room B-20 of the Municipal Building.

The public session of the meeting was opened.

S. Libby commented on the illegal nature of the executive sessions by stating he would not leave the meeting and would have to be arrested.

M. Stewart commented on the proposed co-operative advertising plan. He felt the available monies would be spread too thinly. At \$22,000 he questioned if there is enough money in the budget. He said the downtown merchants would be better served by the use of one medium, that being the Middletown Press. The downtown has as its best prospects, those who rely on the Middletown Press. With the money available, the equivalent of 18 pages of advertising could be purchased; thus, there could be an impact. He felt the Press is influential enough to command more than 7% of the budget.

D. Gervais, Chair of the Central Business Bureau, asked the Committee to keep in mind the purpose of the program - to help the Central Business District. As such, the proposal program would satisfy a variety of needs through the use of different media. Speaking as a merchant, she is looking to advertise outside of the City of Middletown to attract new shoppers.

There being no further comments, the Chairman closed the public session.

Minutes

Upon a motion by E. Pattavina, seconded by W. Corvo, the minutes of the regular meeting of February 8, 1993 were approved with S. Shapiro and N. Conaway-Raczka abstaining.

Upon a motion by E. Pattavina, seconded by S. Gionfriddo, the regular meeting minutes of March 8, 1993 were approved with N. Conaway-Raczka abstaining.

Upon a motion E. Pattavina, seconded by S. Gionfriddo, the executive session minutes of March 8, 1993 were approved with N. Conaway-Raczka abstaining.

Co-Operative Advertising

S. Gionfriddo noted that the Common Council is to review and approve the program guidelines. He felt the guidelines have to be fleshed out by an additional two or three pages; however, that should be done in time for the April Common Council meeting. He said the guidelines were not very specific.

W. Corvo questioned the phase III process as outlined in the March 16, 1993 memo. L. Ozga responded that phase III involved pulling excerpts from the insert circular reducing them, pulling them together as an ad and running them in the Press, Courant and Shoreline papers. W. Corvo said the ads seem to be targeted toward Middlesex County and asked if that was an accurate assessment? L. Ozga said it was not; they would try to reach into some areas outside of the County such as Colchester and East Haven. W. Corvo questioned the perception of the Middletown market area and whether or not the Courant insertion goes to Meriden.

S. Shapiro asked how the selection process would be undertaken for the phase III ads. He felt that repetition is important; therefore, there should be a repeating of the inserts rather than extracting certain ads.

W. Corvo suggested that Ken Gronbach may be able to help define the Middletown market area. He also had a problem with the phase III as it seemed undefined and asked for harder numbers to make the proposed \$12,338 expenditure more effective.

S. Shapiro asked for guidelines for the phase III and suggested going ahead with phases I and II with a mechanism to determine their effectiveness, such as a cut-out in the insert that customers would take to the store. L. Ozga said there is a maximum of 48 businesses in the phase I advertising and a need for a follow-up to the "best kept secrets". She cited quotes from a series of ads which could be used.

S. Gionfriddo commenting on the insert, suggested reasons be given for householders to keep the inserts; he asked if it might be tied to other information such as calendars from Art & Culture in order to give people a reason for keeping the insert for more than two or three days. L. Ozga said the booklet form would be kept; she did not want to see editorial sections on Art & Culture activities. S. Gionfriddo suggested coupons in the insert.

N. Conaway-Raczka asked about discounts and suggested a parking discount with the parking authority. S. Gionfriddo concurred with that possibility.

N. Conaway-Raczka asked if the insert would be printed on two sides. L. Ozga responded affirmatively. N. Conaway-Raczka asked if additional information such as Art & Culture activity were included, would change the prices? L. Ozga said it would and that editorials wouldn't directly service the stores.

W. Corvo suggested a preliminary mock-up such as a sample page that Press or Courant might be willing to do.

R. Gotta, said the Rotisserie ads would include a list of bands coming to his establishment.

E. Pattavina said he didn't think the ad campaign would save the Central Business District; it just wouldn't work. He will support it however. In response, D. Gervais said the CBD is still here and that no one has done anything like this before; there have been unified efforts with tabloids and the sponsorship of the dining guide. E. Pattavina asked what would be accomplished. S. Shapiro said: it would work; the money would be well invested; the Central Business Bureau has been doing this type of thing many times over the past 40 years; there used to be 8 or 9 tabloids per year; and the "best kept secrets" of the downtown is a positive concept. E. Pattavina said that all the City is doing is supplementing the merchants' advertising costs. S. Shapiro said that was too simplistic.

S. Gionfriddo suggested that: a mock-up be produced for the next meeting; guidelines be developed for phase III; work begin on the videos; guidelines be prepared for the April Common Council meeting; and a target of May 8th and 9th for advertising inserts. W. Corvo said that the professionals should provide the sample mock-ups. L. Ozga asked that video production be delayed until May when the trees are in bloom. The committee to review the program will be the Economic Development Committee.

Executive Session

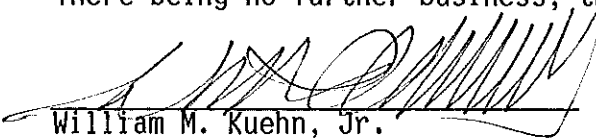
At 6:54 p.m., a motion was made by S. Gionfriddo, seconded by W. Corvo, and voted unanimously to go into executive session to discuss REINVEST applicants pursuant to Section 1-18(e)(5) and 1-19(b) of the Connecticut General Statutes. The Committee came out of executive session at 7:19 p.m.

REINVEST Program

Upon a motion by S. Gionfriddo, seconded by E. Pattavina, the Committee unanimously voted to recommend to the Common Council that a \$11,300 loan be exercised to the Middlesex Rotisserie, Inc. contingent upon receiving satisfactory collateral in the form of equipment and personal guarantees signed by both partners including a first lien on the equipment.

Upon a motion by S. Gionfriddo, seconded by N. Conaway-Raczka, the Committee unanimously voted to table the application of Carvel Store #870.

There being no further business, the meeting was adjourned at 7:22 p.m.


William M. Kuehn, Jr.

WMK/lmk

ECONOMIC DEVELOPMENT COMMITTEE
Executive Session
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PRESENT

S. Shapiro, Chairman
S. Gionfriddo
W. Corvo
E. Pattavina
N. Conaway-Raczka

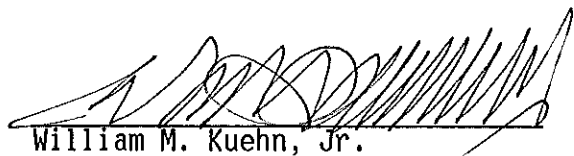
ALSO PRESENT

W. Kuehn
L. Ozga
R. Gotta

Upon a motion by S. Gionfriddo, seconded by W. Corvo and voted unanimously, the Economic Development Committee went into executive session at 6:54 p.m. in Room B-20 of the Municipal Building to discuss the REINVEST applications of The Middlesex Rotisserie, Inc. and Carvel Store #870 per CT General Statutes Section 1-18a(e)(5) and Section 1-19(b).

At 7:00 p.m., R. Gotta was admitted to the meeting.

Upon a motion duly made and seconded, the Committee voted unanimously to come out of executive session at 7:19 p.m.



William M. Kuehn, Jr.

WMK/lmk