

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

May 11, 1992

PRESENT

S. Shapiro, Chairman
W. Gionfriddo
W. Corvo

ABSENT

N. Conaway/Raczka
E. Pattavina

ALSO PRESENT

W. Kuehn
L. Ozga
M. Daley (7:10)
G. Souto (7:20)

Chairman S. Shapiro called the meeting to order at 7:02 p.m. in Room B-20 of the Municipal Building.

Minutes: Minutes of the meeting of April 28, 1992 were not available.

REINVEST: Upon a motion by S. Gionfriddo, seconded by W. Corvo, it was voted unanimously to forward the REINVEST guidelines, as presented, to the Common Council for approval. S. Shapiro noted he had a few changes to the application, which he would like made. S. Gionfriddo moved, W. Corvo seconded, and it was voted unanimously to authorize the Chairman to revamp the application with staff before the Council meeting.

YCC: W. Kuehn noted the proposed YCC program for 1992 and S. Gionfriddo asked if there would be enough time to do them all. The answer was "probably not"; but many of these are ongoing projects which could be continued in another year. The consensus of the Commission was that all the projects were all right. Even though they did not particularly approve of the maintenance jobs for the Board of Ed, they knew these were in return for the use of the carry-all for the summer.

S. Gionfriddo made the point that the City should not encourage projects which will cause a lot of ongoing maintenance on the part of Park & Rec and urged the Commission not to build anything the City cannot maintain. It was suggested working with other groups such as the Conservation Commission and CFPA to make sure any new trails would fall into a system with stewardship or maintenance plans.

NORTH END DOH GRANT: Upon a motion by S. Gionfriddo, seconded by W. Corvo, it was voted unanimously to set aside \$500 from the Economic Development Fund to cover the cost of maintaining a checking account for the North End DOH Grant. W. Kuehn explained that the bond funds are in a Reich and Tang account; and reported that GMCC has lined up \$20,000 in rehab work and that DOH had now authorized the expenditure of \$3,000 in consulting services for the Ferry/Green playground.

NORTH END MEETINGHOUSE: S. Gionfriddo made a motion and W. Corvo seconded the issuing of a Certificate of Completion for the North End Meetinghouse. Discussion ensued on what this certification was, why it was needed, why it was not issued long ago, why was it needed now, and what it meant. W. Kuehn explained that the request was to certify that St. John's Square Associates did everything they should have done on this one piece of

Economic Development Committee: Minutes 5/11/92


property. After more questions, the motion and second were withdrawn and the consensus of the Commission was to send this to the City Attorney for review, and to put this item on the next meeting's agenda.

CITY MARKETING: Upon a motion by S. Gionfriddo, seconded by W. Corvo, it was moved unanimously to approve the expenditure of \$190.55 from the Economic Development Fund for direct mailing to one hundred local businesses as proposed by L. Ozga by memo of May 5, 1992. Discussion on the motion included why only one hundred?; and the Commission wished to see the list of names with the option to add on some more. W. Corvo commented that, statistically, they would get three to seven responses from a mailing of one hundred; and maybe a couple of these would be "live ones".

OTHER: L. Ozga showed the Commission a copy of the publication "Office Building" and suggested a grant program to subsidize ads in it. If the City took out a 1/3rd page ad, they would get in return 1/3rd page of text, its name on the front and a county map inside. S. Gionfriddo and S. Shapiro asked why the City should advertise and asked staff to find out if other municipalities were contributors. W. Kuehn pointed out this was a concept where we can write our own text and provide our own map which could be advantageous. The Committee wanted to use the results of the Business Retention Survey which would be back by July 1st. L. Ozga commented on the need for more marketing materials.

The Committee asked if the RFP for financial services for REINVEST had gone out. W. Kuehn will check with purchasing. The Committee set the application period for this year as June 2nd through August 3rd.

There being no further business, the meeting adjourned at 7:47 p.m.


Cynthia G. Wilcox, Project Officer
CGW/bds