

**ECONOMIC DEVELOPMENT COMMISSION
RESCHEDULED REGULAR MEETING
MONDAY, SEPTEMBER 9, 2013
7:00 P.M., COUNCIL CHAMBERS**

MINUTES

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Note: These are summary minutes. A tape recording of this meeting is on file in the Commission Secretary's Office in the Wolcott Town Hall.

REGULAR MEETING

I. CALL TO ORDER, ROLL CALL

Chairman Chris O'Brien called the Regular Meeting to order at 7:05 p.m. with the Pledge of Allegiance and attendance was taken.

MEMBERS PRESENT: Terry Mulhall, Robyn Mazas, William Evans, Chris O'Brien

MEMBERS ABSENT: None

II. APPROVAL OF MINUTES:

Upon **MOTION** by William Evans, seconded by Robyn Mazas, it was unanimously voted to **APPROVE** the minutes of the August 5, 2013 Regular Meeting.

III. CORRESPONDENCE

There were no Correspondences at this time.

IV. PUBLIC REQUESTS

There were no Public Requests at this time. At this time Chris O'Brien said he has been on a recruiting quest and invited anyone who expressed interest and Mr. Grant was here to observe.

V. SUB-COMMITTEE REPORTS

There were no Sub-Committee Reports at this time.

VI. OLD BUSINESS

There was no Old Business at this time.

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VII. NEW BUSINESS

1. On-Line Business Directory and Print Version

Chris O'Brien said he spoke with Dave Wilson, (Town IT Person), last week and stated there were a couple of options the Commission can consider (regarding the on-line business directory). At this time Dave Wilson, Office Equipment Center, came forward and said he had been at one of the other commission meetings maybe a year ago and there was discussion on the business directory back then on whether it should be a separate website or integrated with the town's site. He said he thought we are leaning towards integrating it with the town's site. Dave Wilson said one road to go down would be to create a section of the website to be maintained by whoever the Commission designates and it would be for the directory listing. He said you would get there through a link on the home page that directs the people to the business listing page. He said you can get it up and running in a week by using the existing framework by how the website was designed but the downside of this is that it will be very labor intensive as someone would have to add all the listings, edit it, update it, etc. He said each item listed would be a business name listed in various categories like a text linked section. He said the other possibility is to have 4Biz Group in Plainville create a business directory module which they have done for other sites and are familiar with what he was asking for. He then handed out a copy of the quote and went on to explain the quote in detail, (see attached). He said they would create a form that visitors can fill out to submit their business listing which will then go into a "pending" file that the Commission or whoever is designated to can review before posting on the directory to make sure the information is legit. He said if there is a listing already that contains basic information it can be put out there as a starting point, such as getting a list from the Chamber of Commerce that can be used. Chris O'Brien said we have a data base of about 78 businesses that is maybe two years old but could be a starting point. He said the program with 4 Biz is really maintenance free and the Commission's task would be to approve or deny the listings (when submitted). Dave Wilson said the business directory is only going to be as it is accurate and once people see it is a static list and is not being updated they will stop using the site. He said there may be some nominal changes in maintaining it as technology changes, etc. Terry Mulhall asked if there was a way where the businesses put their information in and it can auto generate an email back to them in say a year or two to see if still an active business and if we get no response then we can take them off the listing. Dave Wilson said (if you go with 4Biz) once they build the framework they are going to want the Commission to review it to make sure it is

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everything they want it to be, etc. and it would still have to be approved by the Mayor. Dave Wilson said he would be happy to be the go between but he is fine if the Commission wants to work directly with 4Biz.

Chris O'Brien said he spoke with Dan Migliaro last week on how we are looking for members but he has not heard back from him. He said he wanted to talk to him about whether they had a business directory or not. There was a brief discussion as to whether or not there was enough money in the Commission's budget to go with this program and also advertising to promote it. Terry Mulhall said we have been talking about reaching out to businesses (so once this program is in place) as they sign up for it and we review the listing information that is our opportunity to make a phone call to see if there is anything we can do for them.

At this time Dave Grant came forward and said the primary reason he was here tonight was that he heard there was some openings on the Commission and he wanted to learn more about it and hopefully be involved. He said he is an owner for a web development company. He said he owns CT Web Factory at 246 Wolcott Rd. and said they designed the Chamber website. He said some of the issues he foresees is that you have to have someone dedicated to responding to approve and the pending file is the right way to go. He said if it does take off and people start actively start changing it you will overwhelmed with requests such as weekly specials etc. so you have to set up some kind of perimeters. He said you definitely would want a password reminder system. He said something he would like to see is collaboration between this Commission and the Chamber of Commerce. He said being a Wolcott business owner this would something he would like to help with. He also said was sometimes it is hard to determine what category to put businesses under so you have to set up perimeters there, too. Chris O'Brien said he has been to a few Chamber meetings but we need to do better as far as collaborating with them and the website is one way. Mr. Grant said the next meeting for the Chamber is Sept. 25th at the East St. Eatery at noon. Robyn Mazas asked Mr. Grant to compile a quote for this business directory project. There was a brief discussion regarding going out to bid for this and the Commission decided to just get the additional bid from Mr. Grant and go from there. Chris O'Brien said to keep this on the agenda with a goal to make a decision at the next meeting.

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**VIII. UPDATE ON WOLCOTT BUSINESSES AND POTENTIAL
BUSINESS DEVELOPMENT**

Chris O'Brien said he and Terry Mulhall spoke with a gentleman from Naugatuck Savings Bank regarding how N.S.B. is looking to focus on small business loans in the area.

IX. ITEMS FOR THE NEXT AGENDA

It was stated to keep the agenda as is.

IX. ADJOURNMENT

Upon **MOTION** by Terry Mulhall, seconded by William Evans, it was unanimously voted to **ADJOURN** the Regular Meeting at 7:55 p.m.

APPROVED:

Chris O'Brien, Chairman
Economic Development Commission

Edna Henderson, Recording Secretary
Economic Development Commission