



TOWN OF OXFORD
ECONOMIC DEVELOPMENT COMMISSION

MINUTES FOR THE SPECIAL MEETING of:

Tuesday, February 4, 2014 — 7:00 PM

I. CALL TO ORDER

The meeting was called to order at 7:04 PM by Augie Palmer

II. AMENDMENT TO AGENDA:

No Amendments to the meeting were made

III. REVIEW AND ACCEPTANCE OF REGULAR MEETING MINUTES:

Augie Palmer made a motion to accept the minutes from the last meeting and Pat Blanko seconded the motion, which passed unanimously

IV. AUDIENCE OF CITIZENS:

No audience of citizens at this meeting

V. SECRETARY'S REPORT:

None Available at this meeting

VI. OLD BUSINESS:

The Marketing Report: was given by Ed Carver (see attached notes)

First, the EDC needs new members.

Ed then addressed the board regarding the Town of Oxford website, having met with Joe Rasbury the EDC will have its own website that is separate from the town's, the EDC needs to have a contact person, suggested either Ed Carver or Pat Blanko – they will not be responsible for entering information onto the website, but will liaison between hosting company and the EDC Commission. Major EDC changes will require the board and minor changes will be made by Ed Carver or Pat Blanko. Joe R. will make the required changes to existing website to bring it up-to-date. Cindy McFadden is a potential volunteer and interested citizen who will work to assist with website and website technical issues. The Voices, Town of Oxford insert has very outdated information, there was no call for the verification of the information by Voices staff. Currently the only Town Hall staff member with media contact is Joanne Pelton the Administrative Assistant to George Temple. It is believed that October or November are months for making charges and amending the information. Voices is charging for the publication, the information should be accurate. Ed will make contact with Joanne Pelton and Rudy regarding this marketing issue and to

request that future changes will be serviced differently as the inaccuracy of the information is an embarrassment. Andy McGeever added that Southbury's 1st Selectmen, Ed Edelson commented that the Southbury insert was also inaccurate information. Pat Blanko spoke of the Virtual Tour idea for the website, a creation of moving pictures of Route 67 and other Oxford areas, an ability to click on and see an existing area; this not just EDC marketing, but it is valuable to the Town of Oxford as well, anyone from anywhere can be introduced to Oxford via the website and the virtual tour. A link to both the Town's and the EDC's websites with information regarding the town, incentives, industrial zones, schools, dependent upon the # of photos – currently Pat Blako has a person with whom she has been in contact with, the video will only be visual there will not be any audio included. Speaking videos with background 'noise' are extremely expensive however are extremely useful as marketing tools, the photos will cost and it will take time to take the pictures, connect to the correct locations and bring to the EDC meeting for approval of the board. The potential cost is +/- \$10,000 without sound, a 30 second entrance at the beginning of the video as a form of introduction can be done. Andy McGeever has addressed the Board of Finance for the additional monies to market Oxford's industrial and commercial areas, the suggestion was made to ask the companies and property owners for money for advertising costs, but this is not the purpose of the video to sell real estate; suggestion was to ask Kathleen to write a grant proposal. The ideal time for this project to begin is May, the Town is 'in-bloom' then, and the video will be up and running for 2014. The majority of the properties are represented by Ed Godin and Jerry Matthews.

The cost of building permits will increase via Planning and Zoning, commercial must put up monies and they do not get the monies back until project is completed.

Augie Palmer reiterated that Oxford has 3 Key Components that are key positions: Land, Taxes and Infrastructure.

Additionally, the Agricultural Vocational Program at Nonnewaug High School in Woodbury is an opportunity for Oxford as well, the students need jobs, as sophomores they will require more training efforts but as juniors and seniors the skill are better developed, this is an opportunity for Oxford business owners and local farms to introduce students and Nonnewaug to the Town of Oxford, the students are hires and paid by the company and the school carries the insurance burden for the students.

Ed spoke of the CPACE Program from the State of Connecticut to increase the efficiency of the buildings regarding HVAC, windows, etc. A business can get monies over a 20-30 year loan with very little interest, and the Town of Oxford will be responsible for the collect of the loan monies and the 1st Selectman and the Town Clerk are both on board with this responsibility. This will need to be presented at the Selectmen's Meeting.

VII. NEW BUSINESS:

Again, the EDC is in need of new members, terms expired at the end of 2013.

Ed Carver suggested that more monies be added to the budget for the EDC Clerk so as to add additional hours to the position; secretarial/administrative/clerical needs as anything that is going online or to the public needs editing, to have the clerk do more work for the EDC subcommittees.

Andy McGeever suggested that he go to the Board of Finance to see if the budget can be manipulated to add these additional salary expenses.

Augie Palmer made the motion to pay the clerk her hours for this meeting, Ed Carver seconded the motion and the motion carries unanimously.

VIII. TREASURES REPORT:

None Available at this meeting

IX. DIRECTORS REPORT:

See Attached Report submitted by Andy McGeever, EDC Commissioner

X. OTHER BUSINESS:

No other business was addressed at this meeting

XI. ADJOURNMENT:

Ed Carver made the motion to adjourn at 8:18 PM, the motion was seconded by Pat Blanko and carried unanimously.

Respectfully Submitted,



Christine R. O'Dell
Economic Development Commission Clerk

*The next meeting of the Economic Development Commission will be March 18, 2014 at 7:00 PM

14 FEB 21 AM 9:51
TOWN OF OXFORD, CT
Christine R. O'Dell
TOWN CLERK

Marketing Update
January 20, 2014
Oxford Economic Development Commission

1. I have spoken to Joe Rasberry, Chairman of the Website Committee, and presented that there are numerous information errors on the OEDC Website. I will submit the updated information that Andy McGeever has provided along with the information that we have identified that needs updating. Joe will update the current website.
2. A new website hosting company has been identified. In the future, the website will be separated into the Town website and the OEDC website. Links will be provided to guide the interested parties to the sites and the shared information. We will need to assign someone from the Commission for the training when it becomes time. Pat Blanko or myself can do it unless someone else is interested. Pat recommended Cindy McFadden to help review and update information in the future.
3. Pat has interviewed and obtained pricing from a company that is capable of preparing and implementing the Oxford Virtual Tour Program. We will recommend having a video portion as an overview, and then a slide presentation for each subgroup. For example, Commercial Corridor, Industrial Zone, Residential, Recreational (golf, playscape, Jackson's Cove), school system (high school, field). The tour is estimated to cost 10K.
4. We should create information and space on the website for the SAE Program offered by Ellis Clark Regional AgriScience & Technology Center (Nonnewaug High School). The SAE Program gives students, sophomore through senior, a chance to experience a real world working environment. The company can decide to employ these students for up to 3 years. I have had a number of students come through my company over the years. Some are very good. This program benefits both our students and the company who employs them.
5. I am working with Kathleen O'Neil to get Oxford compliant with the C-Pace Program. When we are compliant, companies in town will be eligible to obtain long term financing, at a low interest rate, to upgrade their heating/cooling systems and/or buildings to make them more energy efficient. I believe this program can benefit a number of companies in town that have older, less efficient buildings and HVAC Systems.

Respectfully Submitted.

Ed Carver
Vice Chairman
Oxford Economic Development Commission.

January 21 2014

Directors report to the Economic Development Commission.

Enclosed is a copy of a recently published Republican American editorial on the economics status of the State of Connecticut in 2013. Not a growth picture by any means.

However Oxford under the described umbrella has more than held its own economically in 2013. I still believe we should have done better but Connecticut's Economic Policies were against the growth we should have had. Delay, delay and more delay had the business community in the State totally confused and prospects from outside the State avoiding a State because of a -.02 GDP. and a high unemployment rate , plus a Governor who is not business friendly.

As we go forth into 2014, Oxford has made great strides, in last two years, in positioning itself to make the coming year and years going forward a bastion of growth and opportunity .

As Vince Lombardi said " WE WILL TAKE ADVANTAGE OF EVERY OPPORTUNITY OFFERED TO US!"

In 2013 economic development projects that have added to Oxford's Tax base beginning in 2015.

Roller Bearing Corp 's building a 28,000 s/f additional bldg for their world headquarters.

Devinici Research purchased 9,000s/f for Us. headquarters

Balfor Industries purchased 28,000s/f for production and hdqrs of their products.

Go green Global Tech. rented 12,000 s/f for mfg and hdqrs.

Farrel Domini added 6,000 s/f to their previous site thus occupying the entire bldg.

Peach Wave opened on Route 67 as a upscale yogurt shop. 2.000 s/f rental

Phase 4 "Fairview" of Oxford Greens started up in May 2013.

Hurley Group purchased 15 acres on Morse Rd .to build 2 flex bldgs.

Earthworks purchased 35 acres on Christian St with 9 building lots

Triem Industries rented 10,000 s/f of warehousing on upper Christian St.

Airport Development Zone [ADZ] declared August 2013.

In 2014, we expect a number of major projects to break ground here in Oxford.

They include many that are in the permit stage and or waiting for the Spring thaw to begin.

Initial companies breaking ground in the ADZ.

Hanger 2 @ airport to finally get moving under State Provision of the CAA.

Masonic Assisted Living care facility on 131 acres w/ 200+ jobs 2 years to build. Cost 135 million.

Oxford Town Center @ the Haynes quarry. Phase 1 start with building grocery store.

Towner Park to add 3 additional bldgs. of 10,000, 15,000, and 17,000 sq. ft.

B. United International will be starting to build an additional 25,000 s/f bldg to there brewery.

Dr. D'Sousa will be breaking ground for his medical bldg on Route 67 in April.

Heavenly Donuts will be opening the second Ct. location here in Oxford this year.

The Oxford House refurbished will be home to Brennan's Shabeen Irish Pub as well as an upscale bakery and coffee boutique plus upstairs offices.

A Feline Vet office will open on Route 67 just north of Town Hall.

Rich's Ice Cream will be instituting a "franchise" program of shoppes through out N. England.

These are the known project in Oxford for 2014 . I expect many more to be conceived and begun as the year goes on especially in the ADZ. I expect Bedoukian of Danbury to break ground on Nichols Rd. this year on their proposed 50,000 s/f bldg.

Proposals to get 2014 off and running toward a very productive economic development year.

January / February—Oxford Economic Development Commission will sponsor a Forum on the new Health Care Act and how it effects the companies doing business here in Oxford

We are currently working with Dr. Shub, retired surgeon , who resides in Oxford,

Bill Purcell, President of Valley Chamber of Commerce and a number of State groups who are concerned on how this Law effects individuals, companies and the economic growth of Oxford and the surrounding Towns. I hope to hold the Forum @ Oxford High School if the response warrants it.

During the month of January , I will have each of the ADZ property owners come to Town Hall and have them explain to me and our First Selectmen[If available] how they plan to promote their properties as part of the growth of the ADZ. The Town , Rob Kane , I and everyone else involved with the ADZ , including the State , have done their job . It is now time for the owners to step up and get their "skin in the game". I will not spend monies from my Economic Development Town Budget to promote the sale or rental of private properties without equal participation by the property owners. I hope the Town will get the Permit REGS for developing property in Town more in line with the surrounding Towns. Tanya Carver informs me that they are currently being reformed to be competitive with our neighboring towns. We are far out of line and some prospective developers want to know is Oxford making money off these permit fees ? If so that is illegal and why are neighboring municipalities are so much less than we are? We know why but the developers only see fees that are as much as 10 times more the neighboring Towns. This will be changed in the very near future.

The folks at Hurley Group want to meet with our First Selectmen to discuss why fees are out of line. I had one prospect tell me , " you guys offer incentives and then take them away with Permit costs" We cannot grow if we are not at least competitive

.I would like that his work on fees be completed before we meet with The Hurley Group, so that we can have the up to date fees in place.

I will meet with Ed and Gerry with our First Selectmen in attendance [if available.] and discuss what they are willing to add to the table to get the ADZ. "moving". I know the FEE COSTS will come up.

As a follow up to my concerns. I have, through our 121 Symposium, been in contact with Kevin Foley,

General Manager & Partner with Cushman & Wakefield { the number 1 world wide realtor } in Stamford.

We both agree that the Zone offers unique opportunities especially with Tech, Pharma, Small Tech Mfg and Data Storage. Areas of growth I believe will enhance Oxford as the Hub of Economic Growth in Western Connecticut. He is currently setting up January 2014 appointments here in Oxford with the two [2] largest national Data Storage firms to discuss clients of theirs that would be interested in the ADZ. and it's incentives.

Will keep all involved aware of these on going meeting as they occur.

I am currently working with Joe Raspberry on both the Town and Economic Development web sites. Our portion of the start up costs are \$500 from our Development Assistance Account. I want the new Town brochure and the ED. web site up and going ASAP. The visual of the Town is most exciting and will be put to use as soon as it becomes available. All of the above will cost money. At this time I am informing the First Selectmen that I will be submitting additional dollar requests in the proposed 2014/15 budget to cover these costs. Last year the Finance Board cut my budget dramatically and without telling me! I will need a major increase in funding for advertising, website, and developing not only the ADZ., but commercial development along Route 67. Ed Carver, in conjunction with the EDC, will be asked to help get this project off the ground and Pat Blanko will be asked to help on the videos. The folks at Oxford Hardware and others will be working to develop Oxford Promo days once a month, Special Sale Days Sponsorship of Town Special Events etc. paid in part thru mfg coop advertising, limited support from the EDC. drawings etc.

These events will be promoted through mailers, Patch ads, newspaper inserts, radio promos for special sale days. This way all have "skin in the game".

I will be working more closely with Beatriz Guterrez and her staff @ Ct. Economic Development for the State and Foreign Development within the State.

We have a number of German concerns who have shown more than a little interest in Oxford. as a footprint for US. development, Beatriz is currently working with a number of Chinese. Israeli, Japanese, Brazilian, as well as Italian companies. I hope to have Orla Buttersby , Director of Enterprise Ireland , who replaced Gerry Murphy, once she has finished touring most of the US. to join Beatriz here in Oxford , for a forum on what Ct and particularly Oxford can offer any and all foreign companies looking to put a footprint down in the US.

I will continue to work Hartford through Rob Kane, Dave Labriola and any one else who can help Oxford get what it deserves. Those Agencies in Rocky Hill for what they can offer, the Chambers for their help when necessary , those who we met at the 121 Symposium and any other sources that will help Oxford attain it economic growth.

This agenda is workable and will position Oxford , as I stated earlier , as the Hub of Economic Development for Western Connecticut and with those concerned with "HAVING SKIN IN THE GAME".

Hopefully this brief synopsis gives a picture of where we have been, where we are going and how in just a few small ways we will get there.

To accomplish the proposed goals, we will all need to work together as a team to make 2014 the most successful economic development year that the Town of Oxford has ever had.

Thank you to Augie and all for your continuing support .

Andrew McGeever

Director ED.

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TOWN OF OXFORD
APPROPRIATION SUMMARY
7/01/2013 TO 12/31/2013

PAGE 13
PISOR - AMC

DESCRIPTION

ORIGINAL
311657

CURRENT
BUDGET

EX PENDING

ENCUMBRANCES

REHABILI-
BUDGET

PERCELL
USEL

DEPT 5290 ECONOMIC DEVELOPMENT

0-517-0046-0000	WAGES-E/T CLERK	1,000.00	1,000.00	457.53	22.8
0-517-0000-0000	ADVERTISING	3,000.00	3,000.00	385.17	12.8
0-533-0000-0000	DEVELOPMENT EXPENSES	5,000.00	5,000.00	1,320.00	26.4
0-551-0000-0000	COMPUTER MAINTENANCE	700.00	700.00		0
0-570-0106-0000	CONTRACTED SVCS - ECON. DEVELOP	49,300.00	49,000.00	23,896.30	48.8
0-585-0000-0000	DUES	2,300.00	2,000.00	335.00	1,665.90
0-710-0000-0000	SUPPLIES - OFFICE	500.00	500.00	306.54	163.46
0-----FFET	TOTAL	61,200.00	61,200.00	26,700.21	34,499.79

- 500 web site