

## Western Connecticut Economic Development Alliance (WCEDA)

### Meeting Notes –1/18/2012 –

Attending - Jonathan Chew, HVCEO, David Hannon, HVCEO; Wayne Shepperd, City of Danbury, Hal Kurfels, Coldwell Banker Commercial/Brookfield EDC; Bill Shannon, Labor; Bruce Tuomala, City of Danbury; Roy Steiner, Berkshire Corp. Park; Sally Herlihy, Western CT Health Network; Gerry Casiello, Redding Zoning Commission; Mike Boyle, Bethel EDC & Base Industries; Jane DiDona, DiDona Assoc.; Liz Adams, NEU; Jeff Ryer, Ryer Associates; Lisa Scails, HVCA; Joy Strand, Ridgefield EDC; Tammy Reardon, Town of New Milford.

1. Hal welcomed the team and introductions were made. Bruce Tuomala was welcomed to the group and represents economic development in Danbury. Tammy Reardon was welcomed as the representative for New Milford.
2. HVCEO Presentation - Jonathan Chew presented a slide show that summarized important economic factors in our region and provided background on the status of CEDS in CT.
3. CEDS Application - David Hannon provided an update on the CEDS application which was submitted on December 16, 2011 – Some reorganization at the Federal level may impact the application. It's a 3 to 6 month process to see if EDA will fund 50% of our CEDS (\$60,000).
4. Fundraising – Savings Bank of Danbury contributed \$2,500 – this is added to contributions made by Union Savings Bank, Comm. Brokers Assoc. and HVCEO. Jeff and the resources development committee raised about \$15,000 to date. A solicitation letter is in process.
5. Marketing efforts - Jane DiDona discussed some options for marketing efforts that could be done in conjunction with WCSU. The university is recognized as a key player and is important to this area's economy and our economic development strategy. Jane will continue to work with the university.
  - Public Relations – Hal distributed an 'Op Ed' piece. It was agreed that creating some momentum and a flow of information will be important to communicate the importance of the organized approach to economic development in our region. Liz Adams noted that the CT Post and News Times may be interested in feature articles.
  - Joy suggested a kick-off event complete with photo ops may be an appropriate approach to relations. It was further suggested that we utilized the donations received so far to kick-off an official fund raising campaign. Hal and Jeff will work to develop a plan.
6. Other items for discussion: Mike Doyle suggests that the group establish a Work Flow/Schedule or develop benchmarks to measure progress of the group.
  - Committee Assignments were made as follows:
    - Fundraising – Jeff , Steve, Nick, Hal
    - RFQ – Consulting Services – Jon, Dave, Mike, Bruce, Sally
    - Marketing/PR – Liz Adams, Joy, Jane, Hal
    - Bench Marking – Roy, Mike, Hal

For background and meeting notes, please visit this website: <http://www.hvceo.org/economicplan.php>

Next Meeting – Wednesday, February 15, 2012 – 10:00 to 12 Noon at Danbury Chamber

Submitted by Elizabeth Stocker, AICP – 203.270.4271