

ECONOMIC DEVELOPMENT COMMISSION  
MINUTES of the Meeting of May 25, 2016

Present:

Commissioners: Greg Harla, Chairman; Michael Lynch, Vice Chairman; John DePalma; Victor Ferrante; George Hunihan; Julie Nash, Advisor

Also present:

Kim Rose, State Representative; Pam Staneski, State Representative; Chris Angeli, Director Milford Library; Stephen Barrant and Ben Miller, Atomic Kid Studios and "Round" Scenic Route GPS Navigation app; Dan Kiley, CT Post Mall; Paige Miglio, Milford Arts Council; Tracy Bonosconi, DMBA; Rich Lutz, Milford Preservation Trust; Lloyd Jacobs, Milford Historical Society; Michael Crowley, Milford resident

Absent: John O'Neil

- I. CALL TO ORDER - Chairman Harla called the meeting to order at 8:39 a.m.
- II. APPROVAL OF THE MINUTES - Mr. Ferrante and Vice Chairman Lynch made and seconded a motion to approve the minutes of April 27, 2016. Unanimously approved.
- III. CHAIRMAN'S REPORT/INTRODUCTORY COMMENTS - Chairman Harla suggested utilizing the meeting for EDC's New Business "Meet and Greet" and Tourism Caucus then addressing the remaining items on the agenda as time allows.
- IV. PUBLIC COMMENTS - Director Nash welcomed Milford resident, Mike Crowley, to the meeting.
- V. NEW BUSINESS "MEET AND GREET" - Director Nash introduced Stephen Barrant and Ben Miller of Atomic Kid Studios located on Schooner Lane. Along with their co-founder, Ron Kurfehs, they have been involved in various marketing and design projects for Milford such a new City of Milford logo, signage on the downtown train trestle, Walnut Beach banners, and also help to organize a local car show called "Downtown Milford Cars & Coffee" held at Scratch Bakery.

Mr. Barrant and Mr. Miller spoke about their office and production studio, headquartered in Milford, where they specialize in digital marketing videos, storytelling animation and motion graphics. They presented several samples of their work, including videos for local clients such as Bic Corporation (<https://vimeo.com/155848157/577713d904>).

They also explained the origin of their recently launched mobile GPS app called "Round", developed to plot a traveling route that highlights scenic roads along the way and has additional capabilities to save the route for other Round users and post comments.

VI. CORRESPONDENCE - None

- VII. ECONOMIC DEVELOPMENT ACTIVITY - Director Nash reported on "Local Attractions" signs recently installed on I-95 advertising Historic Downtown Milford and commented on the DOT process and cost to add Milford's logo to the sign. A discussion ensued regarding the signs and advertising on the southbound Metro North Trains. Representative Staneski commented on bringing together groups to advertise on the train to make it more cost effective.

Director Nash also discussed various options on increasing transportation to downtown Milford including bikeable/walkable initiatives underway and a historic trolley to be used as a weekend shuttle. Mr. Jacobs, Milford Historical Society representative, commented that a local shuttle would help them attract more visitors. She also presented the idea of collaborating with other City agencies in an effort to integrate information on all City events into one community calendar.

VIII. STANDING ITEMS/COMMITTEE REPORTS

A. DOWNTOWN PARKING - None

- B. CHAMBER - Mr. Kiley announced Gary Mullin has been selected as the new Director for Milford's Chamber of Commerce. Mr. Mullin has a background in finance and small business development.

C. PERMIT & LAND USE - None

D. VISITATION REPORT - None

- E. TOURISM - Representatives Rose and Staneski reported on the Tourism Caucus in Hartford. They discussed their efforts to present their ideas on CT tourism to legislators and offered their support in developing plans and researching funding sources to boost tourism in Milford and the surrounding regions.

Milford tourism and marketing were discussed as well as pulling together resources from various agencies to develop a solid tourism message. Director Nash expressed her support for partnering with other City and regional agencies. She also commented on State of CT programs available to solar companies and asked Representatives Rose and Staneski about similar support from the State for marketing and advertising tourism in CT.

Director Angeli spoke about a recent event called "Passport to Connecticut Libraries" where participants followed a map of CT libraries, visited each one to learn about services they provide and have their "library passport" stamped at each location. She commented that over 700 people visited Milford Library for this event and when the participants completed their visit, there were no clear directions from the library to guide them downtown. She suggested having "Welcome to Milford" bags with a walking map of downtown shops,

restaurants and historical sites. A discussion ensued about the maps and also installing pedestrian kiosks at various locations downtown.

IX. MILFORD MARKTING PLAN RFP STATUS UPDATE - None

X. EDC PROJECT DISCUSSION - None

XI. OLD BUSINESS - None

XII. NEW BUSINESS - None

The meeting was adjourned at 9:55 a.m. A motion was unanimously carried to finalize the meeting.

Respectfully submitted,

Dee Diamond  
Recorder