



# TOWN OF MIDDLEBURY

## ECONOMIC AND INDUSTRIAL DEVELOPMENT COMMISSION

**Regular Meeting, Tuesday November 28, 2017 6:30 p.m.  
Town Hall Conference Room**

**Present:** Commissioner Ted Mannello  
Commissioner Terrence McAuliffe  
Commissioner Anthony Minchella  
Commissioner Frank Mirovsky  
Commissioner Armando Paolino  
Commissioner Mark Petrucci

**Also Present:** First Selectman Ed St. John  
Dr. Dean Yimoyines  
Dean Yimoyines, Jr.

**Absent:** Commissioner David Cappelletti

### CALL TO ORDER

The meeting was called to order at about 6:35 p.m. by Terrence McAuliffe.  
Pledge of Allegiance was said by all.

### APPROVAL OF MINUTES

Frank Mirovsky MOTIONED to approve the October 24 minutes, SECOND by Anthony Minchella and unanimously voted.

### DISCUSSION

Dr. Dean Yimoyines, owner of Middlebury Consignment, discussed the evolution of that business and his decisions to locate it in Middlebury. He discussed the recent survey and said there wasn't enough population and commercial development to amortize the costs of the town, leading to a relatively high tax burden which needs to come from residents and businesses. He encouraged over-50 housing. If the taxes and fees are too high, relative to other towns, then businesses won't be attracted here. He also noted the sequential nature of land use approvals which can stretch out the time for businesses to move quickly.

He said the guiding principles for his businesses, and the ones needed to "make Middlebury a destination," were to provide products and services that were not available in the immediate area. Go after "higher end boutique shopping,"

unusual eateries, health services, vineyards, microbreweries. Things that make people want to go to Middlebury. We must be unique, we cannot be what everybody else is, and we can't be all things to all people.

He noted the closing of shopping centers due to Amazon and other on-line retailers. Businesses need to combine entertainment with retail, offering products and design services not available on-line. Our target market is all the affluent communities in Connecticut.

He said people come to visit Middlebury Consignment because their friends talked about it. He said he never would have built it if he had known the full cost up front, but instead grew the business based on customer demand – which worked beautifully.

We're easy to get to and the town is pretty. He encouraged landscaping in strategic areas, particularly on our borders – stone walls, signage, "Welcome to Middlebury". Let people know they've arrived somewhere and make it enticing on how it looks. As a business person he said he would contribute to have that done. He said television advertising works and suggested a TV ad campaign. He complimented the improvements to Quassy and said Middlebury was still considered quaint and must preserve that character. Although he said Middlebury might not be ready for a chamber, he thought a grass roots campaign to broaden the outreach would be a good start.

He said the parking requirements should be more realistic. The asphalt makes sites look unattractive.

He also said it was important to make the industrial properties, in the less visible industrial areas of town, affordable to broaden the tax base. Middlebury must make the "physical plant" and the landscaping attractive and pleasing.

Dr. Yimoyines asked about possible grants for his winery. Armando Paolino said he would find out about possibilities and Chairman McAuliffe will arrange a meeting along with member David Cappelletti who also has suggested grants.

## OLD BUSINESS

- Upcoming meeting with Carl Rosa of Main Street Waterbury

Armando Paolino said he would invite him to our next meeting, or David Krechevsky from the Waterbury Chamber if Carl is not available.

## NEW BUSINESS

- Financial comparison, Middlebury EDC to reference towns.

Frank Mirovsky discussed the differences in EDC staffing and financial support between Woodbury, Oxford, Newtown and Southbury. He said the towns have significant differences in emphasis. Oxford is luring commercial and industrial businesses to relocate while Woodbury is promoting existing businesses. He is pulling together numbers to support the upcoming budget request.

- EIDC Budget Request FY 2018/2019.

McAuliffe said he would submit a budget request that added funding for Architecture and Design guidelines, Streetscape Plan, Grant Writer, and EDC Coordinator to the items in the 2017/2018 budget.

## OTHER MATTERS

The December 26<sup>th</sup> meeting will be cancelled and a Special Meeting will be scheduled for December 19<sup>th</sup> to accommodate the Christmas vacation week.

MOTION TO ADJOURN by Frank Mirovsky, SECOND by Anthony Minchella and unanimously voted at about 8:30 pm.

Respectfully submitted,

Terrence McAuliffe

Attachments:

Chairman—Economic Development Commission  
cc. Town Clerk, Barbara Whitaker, Commission Members