

Town of Fairfield

**Office of Community & Economic Development
Minutes of Economic Development Commission Meeting**

February 9, 2012

The Economic Development Commission of the Town of Fairfield held a meeting on February 9, 2012 at 8:00 a.m. in the Old Town Hall Conference Room.

MEMBERS PRESENT: Peter Penczer, Chairman; Sally Ward; Abbas Nadim; Maureen Abrahamson; Chris LaSala; Don Peterson

ALSO PRESENT: Mark Barnhart, Director of Community and Economic Development; Ross Ogden; Peter Ambrose

CALL TO ORDER: The meeting was called to order at 8:10 a.m.

Distributions: Minutes, January 12, 2012; News, Notes & Upcoming Events, Economic Development Commission

Minutes: The minutes of January 12, 2012 were approved.

Marketing Fairfield

Video

Mr. Barnhart played a draft video intended to be a marketing tool for the town and the economic and social advantages it offers. In its final form, this video will be shown to large prospective commercial entities interested in relocation. The commissioners complemented the presentation and offered suggestions they felt should be incorporated to advantage. Mr. Barnhart said an advantage of the video format is that it can easily be updated. It will also be available for viewing through the town web site.

Web Site

Mr. Barnhart said it would be an advantage to have a site separate from the town site. It needs to be updated regularly to be accurate. Mr. Peterson suggested referring to the sites from Wellesley, MA and West Hartford, CT as examples of effective sites. The target audiences would be businesses in town who would like to expand and people who live in town and would like to open a business. The site should be attractive to young professionals.

Exide

Mr. Penczer referred to the recent hearing on the clean up of this site. The choices seem to be to remediate Mill River to a 90% clean state in which case development could begin within two years or to wait until a plan is approved for the additional chromium removal of deposits from Superior Plating which will take longer. Mr. Penczer suggested the EDC support the immediate work and development. Mr. Nadim said the Commission should send a letter to that effect. Mr. Barnhart said there would be another public hearing. He mentioned that it had taken five years to get to this point and that Exide willing to get the work done.

The meeting adjourned at 9:10 a.m.

The next meeting will be on March 8, 2012.

Respectfully submitted:

Gretchen Goethner