



TOWN OF MIDDLEBURY

ECONOMIC AND INDUSTRIAL DEVELOPMENT COMMISSION

**Regular Meeting, Tuesday April 24, 2018 6:30 p.m.
Town Hall Conference Room**

Present: Chairman Terrence McAuliffe
Commissioner Mark Petrucci
Commissioner Armando Paolino
Commissioner David Cappelletti
(6:55)

Also Present: Carl W. Rosa, CEO, Main Street
Waterbury
John DiCarlo, Naugatuck Valley
COG

Absent: Commissioner Ted Mannello
Commissioner Anthony Minchella
Commissioner Frank Mirovsky

CALL TO ORDER

The meeting was called to order at about 6:40 p.m. by Chairman Terry McAuliffe. We did not have a quorum at that point, so voting and other business was deferred.

Pledge of Allegiance was said by all.

APPROVAL OF MINUTES

Deferred till next meeting.

DISCUSSION

Mr. Carl W. Rosa, CEO of Main Street Waterbury, provided a brief overview of the Main Street program. It started in the late 1970s when interstate highways and suburban movement led to a decline in downtown centers. The Main Street program was formed to save the architectural treasures of downtown and revitalize business. He said more than 2,000 cities of various sizes use the program and all situations are unique and different. Most are associated with an EDC of some sort. The programs in Connecticut were started by the utilities that became Eversource. Carl said he was Director of the non-profit since 2004 with some

funding by the City of Waterbury plus fund raisers, grants, and other contributions. The program includes Design, Promotion, Economic Vitality and Organization.

The web site containing much information about the program along with promotional materials and helpful tips is <http://www.mainstreetwaterbury.com/>

Carl described the many things being done in the pursuit of Design, Promotion, Economic Vitality and Organization, including brochures, parking locators, nightlife brochures, social media, and much more. The organization is a source of much business information.

Among suggestions pertinent to Middlebury, Carl suggested a Restaurant Guide as a way to draw people to Middlebury's many good restaurants. He recommended using a town-based print shop and said the cost of the brochure could easily come from advertising. It would help make them a destination. He also suggested a restaurant train and suggested trying to connect adjacent businesses and improving the streetscape. He suggested much more Social Media. Give people a reason to visit Middlebury.

He urged us to form a business association.

John DiCarlo urged our committee to use NVCOG resources for mapping of information about Middlebury and connections to DOT and utilities.

The meeting was recorded and will be made available to members as an audio file.

MOTION TO ADJOURN by David Cappelletti, SECOND by Armando Paolino and unanimously voted at about 8:00 pm.

Respectfully submitted,

Terrence McAuliffe

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