



# TOWN OF MIDDLEBURY

## Economic Development Commission

**Special Meeting Minutes, Monday, July 11, 2022 6:30 p.m.**  
**Shepardson Community Center, Room 26**  
**(approved)**

**Present:** Chairman Terrence McAuliffe  
Commissioner David Cappelletti  
Commissioner Nicole Griffin  
Commissioner Frank Mirovsky  
Commissioner Mark Petrucci

**Also Present:**

**Absent:** Commissioner Anthony Minchella  
Commissioner Armando Paolino

### **CALL TO ORDER**

The meeting was called to order at about 6:30 pm with roll call and pledge of allegiance by all.

### **OLD BUSINESS**

#### **Status Checkpoint 2022 Business Survey**

Chairman McAuliffe used slides and handouts to review the objectives and project plan for a 2022 Business Survey to follow up the 2017 Business Survey.

The original 2017 survey was a physical postal mailing, based on a list derived from the Assessor's database of taxpaying businesses. From 635 businesses a subset of 300 was selected, eliminating hobby businesses, leasing companies, and others not actually operating in Middlebury.

The planned 2022 survey will use the Secretary of State's Connecticut Business Registry [CBR] as well as the Assessor's database. The CBR registers corporations and other entities doing business in Connecticut, for a total of 1,061 active Middlebury businesses. The Assessor's database lists 705 Middlebury businesses being taxed. The CBR contains E-Mail addresses, NAICS codes, business categorization, and other useful items, but suffers from inclusion of dormant businesses and numerous unusable legal entities. The Assessor's database is more

accurate than the CBR, but lacks E-Mail addresses and also includes unusable non-profits, leasing companies, hobby businesses, etc.

Chairman McAuliffe used a Venn diagram to illustrate that 260 businesses could be directly linked between the CBR and the Assessor's databases. He said there was no unique identifier in common between those databases, requiring the manual creation of a relationship between the CBR identifier and the Middlebury identifier. McAuliffe said the effort was arduous and needed to be done manually using the Microsoft Access program. He said more matches might be found, but the effort to find relationships was becoming more and more time consuming.

During discussion with Commissioner Nicole Griffin, McAuliffe said the CBR contained 801 unmatched businesses that might yield 10 to 25 useable for E-mailings, while the Assessor's database has 445 unmatched businesses that might yield 25 to 50 usable for postal mailings. She agreed to take the Microsoft Access database from McAuliffe and create two mailing lists, one for E-Mailing the survey and the other for sending it by postal mail.

McAuliffe said the survey itself would be conducted both by postal mail on paper, and via E-Mail by "Survey Monkey" which is a widely used program for such things. He secured a monthly license for the program to be used for testing, execution, and results compilation. Two versions of the Survey Monkey would be created, one for E-Mailing to the matched business list, and one for use on the town website, for those businesses not reached otherwise. During discussion, the commissioners agreed the survey would not be anonymous, meaning that responses would contain identification of the businesses providing comments.

McAuliffe suggested a timeline for the project, sending out the survey Aug. 1, collecting all responses by Sep. 1, and publishing results by Sep. 15. A press release would go out in mid-July advising businesses of the upcoming survey.

## **ADJOURNMENT**

Nicole Griffin MOTIONED to adjourn, SECOND by Frank Mirovsky and unanimously voted at about 7:15 pm.

Respectfully submitted,

Terrence McAuliffe

Chairman—Economic Development Commission

cc. Town Clerk, Commission Members



# TOWN OF MIDDLEBURY

## Economic Development Commission

**Regular Meeting Minutes, Monday, May 23, 2022 6:30 p.m.**  
**Shepardson Community Center, Room 26**  
**(approved)**

**Present:** Chairman Terrence McAuliffe  
Commissioner Nicole Griffin  
Commissioner Frank Mirovsky  
Commissioner Anthony Minchella  
Commissioner Armando Paolino

**Also Present:** Jesse Langer

**Excused:** Commissioner David Cappelletti  
**Absent:** Commissioner Mark Petrucci

### CALL TO ORDER

The meeting was called to order at about 6:50 pm with roll call and pledge of allegiance by all.

### Approval of minutes of April 25, 2022 meeting.

Anthony Minchella MOTIONED to approve the minutes, SECOND by Nicole Griffin and unanimously voted.

### OLD BUSINESS

#### 2022 Business Survey

Nicole Griffin and Anthony Minchella reported. Ms. Griffin discussed four popular survey methods used in the United States. In our proposed mostly E-Mail survey, categories were added that could be scored terrible to excellent, some questions similar to those from the 2017 survey and some taken from other towns, with COVID-19 questions added. The open-ended questions would be similar to 2017. Constant Contact will be used. The mailing list of about 900 E-Mail addresses came from the Secretary of State's database, and about 90 needed to be sent by snail mail. Mr. Minchella offered to let commissioners "test drive" the questionnaire to shake out ambiguity and other issues. The survey might also be offered on the town website.

In discussion, members discussed whether to filter out non-profits from the mailing list and whether to compare against the list from the town assessor.

Armando Paolino offered to arrange a meeting with Post University to discuss the survey and possibly help out in the future.

MOTION by Armando Paolino, SECOND by Terry McAuliffe to schedule a Special Meeting on Monday June 6 at 6:30 pm as a Business Survey checkpoint.

## **2022 Development Guide**

Chairman McAuliffe said he had received updates of the 2017 Commercial Development Guide from about half of the town officials. He said he was waiting for the Executive Assistant to the First Selectman to be hired before arranging republication which he estimated to be done in July.

## **Research on surrounding towns**

David Cappelletti absent. No report.

## **Reports**

Frank Mirovsky distributed two reports from Yankee Institute, "Population Trends", and "Connecticut's Income Tax". Chairman McAuliffe said he agreed that the reports were useful for macro information and awareness, but the commission needed to determine if the trends should cause action from the commission.

## **Promotional Video**

Chairman McAuliffe said he had an initial discussion with Joseph Colombatto, a videographer familiar with Middlebury from his work on the Bicentennial Video and other local projects. Chairman McAuliffe will meet with Mr. Colombatto in late June for a \$250.00 consultation session to plan, structure and outline the video. Most of the video could be done "in house" to produce a rough cut, with possibly a "final cut" done by Mr. Colombatto.

Mr. Minchella offered to possibly get a video from the air and a professional narrator. Mr. Paolino suggested Winchester Electronics be interviewed, and other suggestions included medical and maybe Vyne Restaurant, with some inclusion of women-owned businesses which were a positive finding in the 2017 survey.

## **PUBLIC COMMENT**

None.

**ADJOURNMENT**

Anthony Minchella MOTIONED to adjourn, SECOND by Armando Paolino and unanimously voted at about 7:36 pm.

Respectfully submitted,

Terrence McAuliffe

Chairman—Economic Development Commission

cc. Town Clerk, Commission Members