



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