



TOWN OF MIDDLEBURY

Economic Development Commission

Regular Meeting Minutes, Monday January 22, 2024, 6:30 p.m.
Shepardson Community Center, Room 26

Present: Chairman Terrence McAuliffe
Commissioner David Cappelletti
Commissioner Nicole Griffin
Commissioner Jesse Langer
Commissioner Frank Mirovsky
Commissioner Mark Petrucci
Commissioner Armando Paolino

Also Present: Jennifer Mahr, Selectman

Absent

CALL TO ORDER

The meeting was called to order at about 6:35 pm.

APPROVAL OF MINUTES

Mark Petrucci MOTIONED to approve the November 27, 2023 minutes, SECOND by Nicole Griffin and unanimously approved.

ADMINISTRATIVE BUSINESS

Selection of new chairperson for the Economic Development Commission

Chairman McAuliffe called for nominations. Nicole Griffin nominated Jesse Langer to be the new chairman, SECOND by Armando Paolino. There were no other nominations. Jesse Langer was approved by unanimous vote.

NEW BUSINESS

Preview of the EDC Business Video

Chairman McAuliffe showed a preview cut of the Business Video under development since Fall 2023 and discussed for many years. He also distributed a background document explaining the strategic objectives, key participants, narrative approach, and financial aspects of the video.

The 7-minute video aims to attract upscale businesses by showcasing the town's advantages. Discussions included the video's length, content, voiceover selection, and the balance between original and stock footage. Concerns were raised about the video potentially exceeding the optimal duration and including irrelevant details. The group considered feedback from local business leaders and commercial brokers for further refinement. The video's completion status was estimated at 75-90%, with a budget of \$7,500, partially funded through reserved funds.

NEW BUSINESS

None

PUBLIC COMMENTS

Selectman Jennifer Mahr thanked Chairman McAuliffe for his twelve years of service.

ADJOURNMENT

David Cappelletti MOTIONED to adjourn, SECOND by Frank Mirovsky and unanimously voted at about 7:18 pm.

Respectfully submitted,

Terrence McAuliffe

Chairman—Economic Development Commission

cc. Town Clerk, Commission Members

Attachments:

DRAFT Backgrounder.



TOWN OF MIDDLEBURY

Economic Development Commission

Office of the First Selectman
1212 Whittemore Road, Middlebury, CT 06762

Business Video Backgrounder

Video Title: “Should you consider Middlebury Connecticut for your business?”

Target audience: Discerning entrepreneurs, upscale boutique and specialty business owners, medical professionals, and healthcare service providers seeking a community that values unique, high-quality offerings, and provides strategic proximity to major healthcare facilities, with a focus on an affluent and supportive environment.

This target audience aligns with the town's unique identity and leverages its specific advantages, such as proximity to Waterbury hospitals and an upscale demographic, ensuring a focused approach that prioritizes quality and community compatibility over quantity. This strategy supports long-term economic sustainability and differentiates Middlebury from neighboring areas, aligning with its vision for strategic growth and maintaining its distinct character.

Featured in the video: Influential Middlebury figures who exemplify the town's vibrant business environment. First Selectman Edward B. St. John, extending a warm welcome to new businesses, highlights the supportive leadership in the town. Zoning Enforcement Officer Curt Bosco provides crucial insights into Middlebury's zoning regulations, guiding potential businesses. Kim Laflamme Valimont sheds light on the medical campus and professional buildings developed by her father, Robert Laflamme, showcasing the town's expansion in healthcare and professional sectors. Local entrepreneurship success is personified by Sue Cummings, owner of “Meet Me Here” restaurant. Brian Godin from Godin Property Brokers demonstrates Middlebury’s capacity for attracting substantial commercial projects. Dr. Dean Yimoyines, his son Dean Jr., and daughter-in-law Rachel represent the innovative spirit in Middlebury, transforming historical buildings into upscale ventures, thereby marrying the town's rich heritage with contemporary development and underscoring its diverse economic allure.

Why were these businesses chosen: Robert Laflamme, Dean Yimoyines, Sue Cummings, and Brian Godin were selected due to their active roles in Middlebury's economic development. Their participation in EDC meetings and constructive feedback to the EDC's Business Surveys highlight their commitment to the town's growth. As influential community figures with a direct impact on economic initiatives, they were the natural first choices for the EDC marketing video, embodying Middlebury's dynamic economic progress.

Business Video Backgrounder

Narrative-driven focus: The video emphasizes the town's appeal through personal stories from local figures like Robert Laflamme and Dean Yimoyines, rather than statistical data. This storytelling approach fosters an emotional connection, showcasing the community spirit and unique character of Middlebury. It engages the audience on a personal level, highlighting real-life commitments to the town's growth and painting a vivid picture of the vibrant economic and community opportunities available.

Because of a 7-minute time constraint, the video strategically avoids an overload of facts and figures, which can be tedious, instead focusing on engaging community stories and local business successes. This approach ensures a captivating and emotionally resonant experience without getting bogged down in excessive details.

Development Team Collaboration: The EDC video was filmed and directed by Joseph Colombatto of Video Heritage Productions, based in Kent, CT. Mr. Colombatto played a significant role in the initial planning, script development, editing, music selection, and voiceovers for the final product. Terrence McAuliffe, former EDC Chairman and owner of Tribury Media, LLC., served as the executive producer. His responsibilities included overseeing the overall planning, selecting the subject matter, and crafting the initial script and flow of the video. Notably, Colombatto and McAuliffe previously collaborated on the production of Middlebury's Bicentennial Video in 2007.

Costs: The estimated cost of the video to the town is \$7,500. Additionally, none of the featured businesses contributed financially to the video or provided food and beverages. These costs, along with other ancillary expenses, were covered by Tribury Media, LLC.