

**MEETING OF THE BOARD OF DIRECTORS OF THE ECONOMIC
DEVELOPMENT CORPORATION OF NEW HAVEN**

Thursday, October 22, 2009
4:30 p.m.

ECONOMIC DEVELOPMENT CORPORATION OF NEW HAVEN
195 CHURCH STREET, 14TH FLOOR
NEW HAVEN, CT

- I. Review and Approval of Minutes of September 24, 2009 Meeting of the Board of Directors
- II. Review of Budget – Third Quarter Operating Budget
- III. Program updates
 - A. Neighborhood Commercial Business Districts
 - B. Medical District
 - C. Neighborhood Stabilization Project – approval of Acquisition and Disposition Guidelines
 - D. Business Outreach
- IV. New Business
 - A. COOP High School Arts Program
 - 1. Program summary
 - 2. Approval of Incorporation process – EDC affiliation
 - B. Other New Business

**MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE ECONOMIC
DEVELOPMENT CORPORATION OF NEW HAVEN**

A regular meeting of the Board of Directors of The Economic Development Corporation of New Haven was held on October 22, 2009 at 4:30 p.m. at the office of The Economic Development Corporation of New Haven, 195 Church Street, New Haven, CT.

Present in person were Board members Bitsie Clark, David Silverstone, Kevin Walsh, Karyn Gilvarg, Kelly Murphy, and EDC staff Carlos Eyzaguirre, Kathleen Krolak, Craig Russell and President and CEO of the Corporation Michele Whelley. Barbara Lamb of The City of New Haven's Department of Cultural Affairs also attended.

The first order of business was to review and approve the Minutes of the September 24, 2009 Regular meeting of the Board of Directors. Upon Motion duly made and Seconded, the Board unanimously approved the minutes.

Budget

Michele Whelley reviewed the EDC's 3rd Quarter Operating Budget (see attached). Discussion ensued regarding the funding for the NSP program. It was noted that the NSP budget line item will fluctuate due to the variable closing dates.

Program Updates

Whalley Avenue- The EDC has been working with the director of WASSD and OED to achieve the goal of a vibrant business retail district through increasing consumer traffic to existing businesses and create demand for additional establishments. The work plan encompasses four major areas: improve the overall cleanliness of Whalley Avenue, increase ongoing business outreach, attract new businesses to the district and implement a beautification program including facades and streetscape improvements.

GAVA- the EDC is focused on working with GAVA and the newly formed SSD on the following: SSD Board and Organizational Development, adoption of a new zoning category for Grand Avenue that will retain its "village" atmosphere (BA-1 zone); business outreach, and marketing to increase consumer traffic and new businesses to the District. Workshops are being scheduled to inform property and stake holders concerning the specifics of the zoning changes and to ensure their support. Discussion ensued regarding the question of opposition and the proper way to communicate the zoning information to owners.

Medical District- Michele Whelley provided an update of the EDC contract with the engineering company advancing the design of the new street grid to the 30% level, Clough Harbor Associates. The contract fee is \$300,000, well under the maximum of \$350,000 authorized by the EDC board at its September meeting.

Business Outreach-The EDC will be using a different form at future board meetings to report on business retention and attraction. This form will summarize the client tracking information that all staff must record, including number of meetings, total staff hours spent on each meeting, required follow up, issues, and other data. EDC discussed the work it was doing with YouRenew, a student venture graduating out of the Yale Entrepreneurial Institute's incubator, to illustrate the time-intensive nature of business retention and attraction activities.

NSP-Michele Whelley explained the acquisitions and disposition committee guidelines and the Resolution for approval of the guidelines. Bitsie Clark moved for a motion to approve, Kevin Walsh seconded it, all were in favor and the motion passed.

New Business

Cultural Affairs - Barbara Lamb of the City of New Haven explained the Storefronts for Arts program where works of art are installed in empty storefronts in an effort to activate the storefront. OED has requested that the EDC provide a grant in the amount of \$30,000 to cover the cost of minimal building improvements and other operating costs. The EDC would not be involved in planning or implementation of the program other than to help identify opportunities in WASSD and GASDD. The City will draft an agreement with EDC that detail the strategy, a schedule for planning and implementation, deliverables and timelines, and a quarterly accounting of how the grant funds are being used. Kevin Walsh made a Motion to approve the grant of \$30,000, Bitsie Clark seconded it, all were in favor and motion passed.

COOP High School- Michele Whelley discussed a program designed to increase the synergy between the COOP High School and other arts organizations in an effort to maximize use of the building. In order to facilitate the establishment of the new non-profit that will be formed to implement this initiative, the EDC will be affiliated with the new corporation by becoming the sole the sole member of the new 5013c organized for this project. The EDC will appoint the Board but will not be a member of the Board and will have no Director and Officer liability. Kevin Walsh made a motion to approve the Resolution, a copy of which is attached. Bitsie Clark seconded it, all were in favor and the motion passed.

Discussion ensued regarding the time and date for the next board meeting. Michele Whelley will circulate a date for early December.

Meeting Adjourned 5:38 pm

Bruce Alexander, Secretary