



City of New Haven

**ECONOMIC DEVELOPMENT
ADMINISTRATION
CITY OF NEW HAVEN
JOHN DeSTEFANO, Jr., Mayor**

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KELLY MURPHY, AICP
*Economic Development
Administrator*

**New Haven Development Commission
Meeting
Tuesday, June 9, 2009
City Hall Meeting Room #3
165 Church Street
New Haven, Connecticut 06510**

PRESENT:

Commissioners:

Jonathan Koppell (via Conference Call)
Lawrence Morico
Chris LaConte
Kathleen Krolak
Kevin G. Ewing
Frances "Bits" Clark
Ryan Munden

Staff:

Kelly Murphy, Econ. Dev. Administrator
Tony Bialecki, Deputy Director, Econ. Dev.
John Ward, Special Counsel, Econ. Dev.
Clay Williams, Small Business Dev. Officer
Andrew Krasewski, Intern, Econ. Dev.

Others:

Leonard Honeyman, New Haven Independent Reporter
Ginny Kozlowski, President/CEO of Greater New Haven/CT Convention & Visitors Bureau

Call to Order:

Commissioner Clark called the meeting to order at 8:10 A.M.

Approval of Minutes for May 12, 2009; April 2, 2009 & March 10, 2009 Meetings:

Motion was made by Commissioner Clark to approve the minutes for May 12, 2009. Motion was seconded, minutes were passed. Motion was made by Commissioner Clark to approve the minutes for the April 2, 2009 (Special Meeting). Motion was seconded, minutes were passed. Motion was made by Commissioner Clark to approve the minutes for the March 10, 2009 meeting. Motion was seconded, minutes were passed.

Power Point Overview:

Commissioner Clark presented Ginny Kozlowski, President/CEO of Greater New Haven/CT Convention & Visitors Bureau ("GNHCVB") to the group. Ms. Kozlowski introduced herself again and then began to give an overview of what her office does. The overview was presented in power point form. GNHCVB is an economic development (not-for-profit) organization whose mission is to promote the Greater New Haven region as an ideal leisure and business destination to the regional, national, and international markets in order to favorably impact the regional economy. It is designed to generate revenue and jobs and increase the quality of life for citizens of the region by increasing the number and length of stay of visitors and visitor spending. Its mission is achieved through aggressive sales and marketing activities. Specifically, the goal of the GNHCVB is to generate overnight business at hotels, motels or bed & breakfasts in the region, which in turn will increase business at restaurants, attractions, shops and other retail

establishments, thereby enhancing the economic fabric of the region. The GNHCVB focuses on attracting leisure travelers, motor coach tours, meetings and conferences, major sporting events and tournaments and film productions.

Ms. Kozlowski presented to the commissioners, brochures and newspaper articles both national and international pertaining to New Haven's finest. To name a few, the City of New Haven has been highlighted, internationally, through National Geographic (German Edition) and US Airways Magazine.

On the flip side, Ms. Kozlowski warned of the pending state budget cut that will affect the city's tourism effort. Governor Rell's most recent budget proposal for 2009-2011 would eliminate all state funding for regional tourism districts, as well as the statewide marketing budget. Ms. Kozlowski stated that she knows how difficult the current economic climate is, but if the State of Connecticut is to weather the downturn and emerge from the current recession stronger, it must continue to invest in tourism. Some 170,000 jobs in Connecticut are directly related to tourism. Eliminating tourism funding threatens the livelihood of 10% of the state workforce at a time when preserving employment must be one of the state's primary objectives. At a time when income tax receipts have collapsed, tourism provides a steady income stream to the state treasury. Hotel taxes alone in 2008 totaled \$88 million.

Most importantly, Ms. Kozlowski presented data confirming that spending on tourism in Connecticut is a sound investment – returning \$9.30 in state and local tax revenue for each dollar spent.

Commissioner Clark spoke about the accomplishments of the Bureau under the leadership of Ms. Kozlowski. Commissioner Clark stated that Ms. Kozlowski's leadership is remarkable, and that her staff reflects who she is. Ms. Murphy reiterated Commissioner Clark's comments concerning Ms. Kozlowski and noted her efforts can be seen in the recent investments in 3 hotels in New Haven.

Other:

During last month's Development Commission meeting, the commissioners inquired as to what Economic Development does to encourage and foster financial responsibility and entrepreneurship with the City's youth. Commissioner Clark gave way to Clay Williams, Small Business Development Officer for the Office of Economic Development to speak. Mr. Williams introduced himself and gave an overview as to what he does in the Office of Economic Development. He stated that he provides advice and assistance to new and existing small businesses in the City. He stated that he gives presentations on personal credit and capital access to a variety of entrepreneurial organizations, and often helps small business to get credit, including:

- a. The local office of CT Small Business Development Center at SCSU;
- b. The New Haven Chapter of S.C.O.R.E. based at Gateway Community College;
- c. Women's Business Development Center, Stamford-based entrepreneurial organization; and
- d. The New Haven Public Library

Mr. Williams stated that all of these organizations provide guidance and training resources for young entrepreneurs.

Mr. Williams also talked about two local youth entrepreneurial programs that operate in New Haven. They are:

- a. The Community Action Agency of New Haven (who operates an Individual Development Account (IDA) program for youth); and
- b. National Foundation for Teaching Entrepreneurship (“NTFE”).

The IDA program supports temporary employment for young people generally between the ages of 18-22 at local businesses coupled with training on interview techniques, dressing for work, managing bank accounts, credit issues, etc. Participants deposit their earnings into savings accounts at a local bank, amounts of which are matched by the program and uses are restricted to education or entrepreneurial-related uses. Several participants have gone on to establish businesses.

The NFTE is a national entrepreneurship program active in 22 states. Students learn business concepts, practice skills including negotiation and pricing, and work on completion of business plans for their own individual businesses. This year is the 6th year that the program has been used in New Haven high schools. Mr. Williams concluded his informative session.

Commissioner Clark commended Mr. Williams on his work. She stated that she has personally seen Mr. Williams in action, and that his work is commendable.

Website Update:

Commissioner Clark asked Ms. Murphy for an update regarding the Website. Ms. Murphy proceeded to explain that the website will go live during the week of June 15, 2009. She stated that the website is more user-friendly/interactive, and more informative. She also stated that the official City of New Haven web page is likely going to be changed based on the web page of the Office of Economic Development. She stated that the commissioners will receive the link for the website when it goes live.

Chairman Koppell asked if the Office of Economic Development or if GNHCVB had a Facebook page. Ms. Kozlowski stated that the GNHCVB has a number of items on Twitter and Facebook. Ms. Murphy stated that the Office of Economic Development did not have a Facebook page, but that the Office of Cultural Affairs had one, as well as being active on Twitter. Ms. Murphy stated that it takes a lot of effort to keep topics updated on the web and that decreased staffing makes this a challenge. On the other hand, the Office of Economic Development is working closely with the Economic Development Corporation and we now have a new marketing entity that will help publicize Economic Development events and promote business to business marketing and advertising.

Commissioner Ewing talked about the benefits of having a Facebook page. He asked how do we get regular individuals to take part in looking up different events on a Facebook page, and/or how do we get them interested in participating in the events that are advertised.

Ms. Kozlowski stated that her office uses Facebook and Twitter to advertise events a few weeks in advance; to give individuals enough time to plan their schedules to attend the advertised events.

Conclusion:

Commissioner Clark asked if there were any other questions; none were posed. Commissioner Clark asked Ms. Murphy would the commission be meeting in July. Ms. Murphy stated that the

July meeting is scheduled to go forward unless there was a request by the chair or commission members not to meet.

Again, Commissioner Clark asked if there were any last comments. Commissioner Ewing had a question concerning the Economic Development website. He asked if they would be able to access the rest of the City of New Haven's web page through the Office of Economic Development's web site. Ms. Murphy stated yes.

Adjournment:

A motion was made to adjourn the meeting. The motion was seconded and passed unanimously. The meeting was adjourned at 9:00 A.M.