



Chairman
John Vincent

TOWN OF LEDYARD CONNECTICUT

741 Colonel Ledyard Highway
Ledyard, Connecticut 06339

Economic Development Commission

~ AGENDA ~

Tuesday, August 2, 2022

6:00 PM

Town Hall Annex - Hybrid Format

REMOTE MEETING INFORMATION

Town Hall Annex - Conference Room

Join Zoom Meeting

<https://us06web.zoom.us/j/82731730694?pwd=SXc0U09FczNqT0FSUGN1L1hGSUFQCQT09>

Meeting ID: 827 3173 0694

Passcode: 744096

I CALL TO ORDER

II ROLL CALL

III. APPROVAL OF MINUTES

A. June 7, 2022 Regular Meeting Minutes

Attachments: [EDC-Meeting-Minutes-20220607-draft](#)

IV. CITIZENS COMMENTS

V. CORRESPONDENCE

VI. MAYOR'S REPORT

VII. PLANNER'S REPORTS

VIII. OLD BUSINESS

A. Finalization of Annual Report

Attachments: [EDC-Annual-Report-2021-2022 Draft3](#)

B. Development of Strategic Plan

XI. NEW BUSINESS

A. Follow-up to Sunny Side Diner Ribbon Cutting - Photo and write-up for Ledyard Magazine

B. Develop Plan to identify Town-owned, unused properties and determine the best use.

C. (Promotion of the Ledyard Up-Down Sawmill. Photo and write-up for Ledyard Magazine

XII. AVAILABLE PROPERTIES LISTING

XIII. MARKETING AND ACTIVITIES REPORT

A. Video Selection of two additional chapters

XIV. ANY OTHER BUSINESS

XV. ADJOURNMENT

DISCLAIMER: Although we try to be timely and accurate these are not official records of the Town.



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-221

Agenda Date: 8/2/2022

Agenda #: A.

MINUTES

Minutes:

June 7, 2022 Regular Meeting Minutes



TOWN OF LEDYARD CONNECTICUT

ECONOMIC DEVELOPMENT COMMISSION

741 Colonel Ledyard Highway
Ledyard, Connecticut 06339
(860) 464-8740
(860) 464-1126 (Fax)

REGULAR MEETING Tuesday, June 7, 2022 6:00 PM Regular Hybrid Meeting Town Hall Annex

- I. Call to Order
 - a. Meeting called to order by Chairman Vincent at 6:00 p.m.
- II. Roll Call
 - Commissioners – John Vincent, Richard Tashea, Michael Dreimiller, Carol Schneider, Jessica Buhle, Peter Hary, Juliet Hodge (Town Planner), Gary Paul (Town Council EDC Liaison), Naomi Rodriguez (Town Council) – Absent: Vince Whittle, Mayor Fred Allyn III
- III. Approval of the Meeting Minutes, May 3, 2022
 - a. MOTION to approve the Regular EDC Meeting Minutes of May 3, 2022
 - b. Moved by Tashea, seconded by Schneider
 - c. VOTE: 6-0 Approved and so declared
- IV. Public Comments
 - a. Kerry Browning (in person)
 - i. Observing only
 - b. Paul Maugle (remote)
 - i. No comment
- V. Correspondence
 - a. None
- VI. Mayor's Report
 - a. Not present
- VII. Planner's Report
 - a. Permits & New Business and General Land Use Dept. Updates
 - i. Zoning regulation updates
 - 1. There were some procedural issues with the two proposals
 - 2. June 9 Public Meeting cancelled
 - a. Will be rescheduled in July
 - 3. She encouraged EDC to submit comments
 - ii. Fireside Brick Oven Pizza
 - 1. Came in for their permits

- 2. Should be reopening soon
- iii. Puerto Lima
 - 1. Old Gales Ferry Subway location
 - 2. “Farm to Bowl”
- iv. Old Lou’s Garage
 - 1. Someone stopped in to ask questions about it
- v. Bark & Brew
 - 1. Groundbreaking
- vi. Old Animal Hospital building
 - 1. No progress on the liquor store moving into it

VIII. Old Business

- a. Business & Residential Survey update
 - i. Business Survey
 - 1. Need to raise awareness of businesses in town
 - a. Many respondents didn’t know there was a Business Directory
 - b. One suggested a Job Fair which is a good idea
 - ii. Resident’s Survey
 - 1. Excellent summary produced by Town Planner Hodge
- b. EDC's Plan for the Yale / Harvard Race event- Jessica
 - i. Ready to go on Saturday
 - ii. Banners are posted in Ledyard and Gales Ferry
 - iii. On the cover of the new issue of Events magazine with an article
 - iv. Rotary is handing out flyers
 - v. It was on a highway billboard in Stamford
 - vi. 14 of 24 businesses are Ledyard-based
- c. 2022 Ledyard Economic Development Strategic Plan- (Pending until survey results are reviewed)
 - i. Will proceed with writing a new Strategic Plan
 - 1. EDC will meet in a workshop on July 11th to discuss the results from both surveys
 - ii. Town Planner Hodge will order SeCTer’s Tapestry report for Ledyard

IX. New Business

- a. Review initial draft of Annual Report (Mike)
 - i. Need to rewrite the Goals
 - 1. Will be part of the Strategic Plan workshop
 - ii. Removed the banner poles
 - iii. Need to rethink the Business Directory
 - 1. Possibly produce a booklet with town info as well as business listings
 - a. Perhaps print it annually as well as posting it online
 - 2. Look into SeCTer’s property listing options
 - iv. A new draft will be produced before July EDC meeting

X. Available Properties Listing

- a. Nothing new

XI. Marketing and Activities Report

- a. Video project update
 - i. Hary met with CGI last week
 - ii. We didn't have a company rep for a while so that slowed things down
 - iii. Agreement has been executed and signed by town
 - iv. We were going to have just 3 chapters
 - 1. They're going to give us a 4th chapter to compensate for the delay
 - 2. Welcome, 2 others, Community/Non-profits
 - 3. Hary will share the list of other chapter topics
 - 4. Requests input in order to choose those two other chapter topics
 - v. They requested current traffic statistics for the town website's as well as an endorsement letter from Mayor Allyn
 - 1. These will be used when approaching businesses about video sponsorships
 - 2. Up to 15 business sponsorships, but no minimum
 - 3. Town Planner Hodge will provide a list of suggested businesses
 - 4. Paul Maugle said that including Foxwoods is important
 - a. 50% of his business is from Foxwoods and Mohegan Sun
 - vi. The video has to remain on the town website for 3 years
 - vii. Video production timeline
 - 1. Script – approximately 3 weeks
 - 2. Storyboard – approximately 3 weeks
 - 3. Shooting – Starting in August for 4 weeks
 - a. Hary will ask if it can be split between Summer and Fall
 - 4. Editing – Two months for editing
 - 5. Total – about 12 weeks (possibly done September or early October)
 - 6. We should look for additional footage from fall/winter as well as photos of town events

XII. Any Other Business

- a. None

XIII. Adjournment

- I. MOTION to adjourn at 6:57 p.m.
 - a. Moved by Buhle, seconded by Tashea
 - b. VOTE: 6-0 Approved and so declared

For the Commission,

John Vincent, Chair

Dated: June 7, 2022



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-215

Agenda Date: 8/2/2022

Agenda #: A.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

Finalization of Annual Report



FY 2021-2022 ANNUAL REPORT (DRAFT #3)

LEDYARD ECONOMIC DEVELOPMENT COMMISSION



OVERVIEW

The Economic Development Commission (EDC) is comprised of 7 volunteer members who are appointed to 3 year terms by the Mayor.

The EDC is responsible for expanding the tax base of the Town of Ledyard and for advocating, facilitating, promoting, and advising on economic development issues within the town through marketing, property tax incentives, and infrastructure improvement.

The role of the EDC is primarily advisory and not regulatory. Therefore, the EDC focuses on fostering a productive and positive relationship with both large and small businesses.



ACTIVITIES

- Completed
 - Attended AdvanceCT Economic Development Workshop (Sept 16, 2021)
 - Ribbon Cuttings
 - Yoko Loko (July 1, 2021)
 - GOAT Physical Therapy (April 14, 2022)
- Ongoing
 - Publish in Ledyard Events Magazine
 - Maintain the EDC's Facebook page



COMPLETED PROJECTS

- Regatta Day Festival
 - <https://www.regattadayfestival.com/>
 - Held on June 11th at Sweet Hill Farm & Erickson Park
 - In conjunction with:
 - Ledyard Parks & Recreation
 - Gales Ferry District
 - Ledyard Rotary
 - EDC Commissioner Jessica Buhle organized events at Sweet Hill Farm
 - 24 vendors participated
 - Estimated attendance - 750





COMPLETED PROJECTS

- 2022 Residents Survey
 - Managed by EDC Commissioner Michael Dreimiller
 - Almost 200 responses from Ledyard residents
 - Feedback will be used to update the EDC's Strategic Plan
- 2022 Businesses Survey
 - Managed by EDC Commissioner Michael Dreimiller
 - Only 7 responses



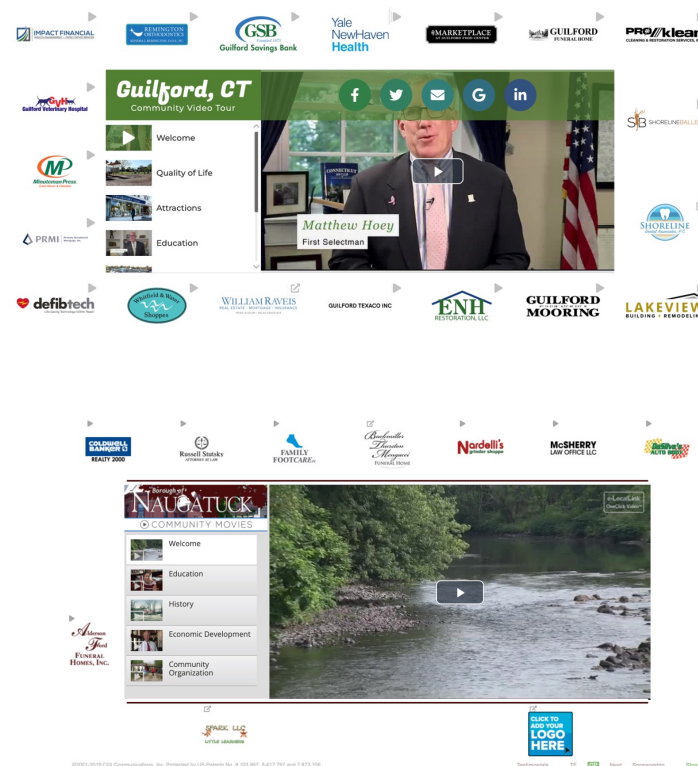
IN PROGRESS PROJECTS

- Proposed Zoning Regulation Updates
 - EDC Commissioner Dick Tashea was a member of the Agricultural Zoning Regulations Ad Hoc Committee that reviewed the agriculture zoning regulations
 - One of their goals was to increase opportunities for farm-based AgriTourism
 - Small Events
 - Retreats, workshops, classes (i.e. yoga, karate)
 - Large Events
 - Weddings, catered events, parties, seasonal festivals
 - Farm Breweries
 - Farm Wineries
 - Town Planner Juliet Hodge completed a comprehensive review of the Town's existing Zoning Regulations
 - Both of these changes are focused on removing the existing barriers to economic development in town
 - The EDC has reviewed these proposed changes and supports them



IN PROGRESS PROJECTS

- Town marketing video
 - Produced by [CGI Digital](#)
 - Managed by EDC Commissioner Peter Hary
 - No cost to town due to paid advertising
 - Shooting video Spring & Summer
 - Expected completion in Fall 2022
 - Will have the following chapters:
 - Welcome
 - Quality of Life
 - Business in Ledyard
 - Community Organizations
 - Examples of other town's video
 - [Guilford](#)
 - [Naugatuck](#)





NEW PROJECTS

- Ledyard Economic Development Strategic Plan
 - Update underway
 - Will incorporate:
 - Feedback from 2022 Residents & Business surveys
 - US Census data
 - SeCTer's Tapestry Report
- Business Profiles
 - Will be published on EDC's Facebook page and in quarterly Ledyard Events magazine



ONGOING PROJECTS

- Revamp Ledyard Business Directory
 - Remove businesses no longer located in Ledyard, out-of-business, or not registered with town
 - Contact all businesses who are registered with town to see if they want to be listed
 - Review accuracy of each business' info
 - Add automated process for new listing submissions or information change requests
 - Add option to include photo or link to video



ONGOING PROJECTS

- Promote Available Property
 - Identify best lots in town for development
 - Prime properties in town
 - Lou's Garage – 750 & 754 Colonel Ledyard Hwy (vacant since 2017)
 - 172 Stoddards Wharf Road (formerly Joshua's Worldwide)
 - Daticon/Stonington Institute – 51 Kings Hwy (vacant since 2003)
 - 59 Kings Hwy (1.64 acres) & 109 Christy Hill Rd (13.33 acres)
 - 1682+1686 Route 12 (north of MacDonald's)
 - Kartway (closed since 2020, not currently listed for sale)



POSSIBLE FUTURE PROJECTS

- Ledyard Restaurant Passport
 - Possibly modeled after [Passport to Norwich](#) program
 - [Passport to Norwich hopes diners check out city's attractions and food](#) (The Day – June 1, 2021)
 - Perhaps include all Ledyard brick-and-mortar businesses





POSSIBLE FUTURE PROJECTS

- Business Directional Signs
 - Residents Survey results showed poor knowledge of existing businesses
 - Possibly modeled after [Killingly's program](#) (photo to right)
 - Identify possible locations
 - Rt. 214 / Rt. 117 intersection
 - Rt. 214 / Rt. 12 intersection
 - Rt. 12 / Military Highway intersection
 - Rt. 12 / Hurlbutt Rd. intersection
 - Colonel Ledyard Hwy / Groton Town Line
 - Gallup Hill Rd / Pumpkin Hill Rd intersection
 - Rt. 214 / Rt. 2 intersection
 - Rt. 12 / Long Cove Rd. intersection





POSSIBLE FUTURE PROJECTS

- Community Events Signs

- Something like Colchester's sign (right)
- Possible Locations
 - Town Green
 - Rt. 117/Rt. 214 intersection
 - Rt. 117/Colonel Ledyard Hwy.
 - Rt. 12/Military Highway
 - Rt. 12/Christy Hill Rd.
- Events
 - Memorial Day parade
 - Ledyard Fair & Farmer's Market
 - Yale/Harvard Regatta
 - Holiday Jeep parade & Trunk-or-Treat
 - Fundraising events (Plant sales, dinners, etc.)
 - Youth sports registrations
 - Performances (school and others)
 - SCRRRA shred/hazardous waste event
 - Red Cross blood drives & Prescription Take Back Day





LONG-TERM PLANNING

Prepare for:

- Expansion of utility infrastructure services (water and sewer)
 - Sewer expansion
 - Ledyard Center Sewer Feasibility Study (American Rescue Plan funding)
 - RT. 12 Corridor Study
 - Money allocated but no RFP yet
 - Updated study required to qualify for future STEEP grants
 - Possible sewer extension from Norwich to Groton
- Ledyard Center School site apartments
 - Construction waiting for sewer availability
- Preston Riverwalk development
 - <http://www.prestonriverwalk.com/>
 - Final cleanup of the 393-acre former Norwich Hospital property stated in March 2022
 - Will be turned over to Mohegan Gaming & Entertainment for development
 - Probable need for 1 & 2 bedroom housing for employees



HIGHLIGHTS

- » Preston Riverwalk is a high profile development campus consisting of six (6) unique parcels totaling approximately 393 acres ranging from 25 to 188 acres.
- » Desirable development amenities/infrastructure exist - high capacity public utilities, access to an active railroad with two sidings, a 500' deep-water dock, and a nearby shipping port
- » Direct Thames River frontage with magnificent and picturesque views
- » Located directly across the Thames River from the Mohegan Sun Resort & Casino and on the direct route to Foxwoods Resort & Casino (each having 20-25k visitors per day)
- » Conveniently located just off the I-395 highway connector at the intersection of Routes 2a and 12
- » Access to 27.5 million people within a 2.5 hour drive
- » Nearby Points of Interest include the Mohegan Sun Resort & Casino, Foxwoods Resort & Casino, Mystic Seaport, Mystic Aquarium, and US Naval Sub Base
- » The Town of Preston is a business friendly municipality interested in attracting an economically sustainable development



BUSINESS CHANGES

Ledyard

- New
 - Lucille's Café (*LCS*)
 - 2Gals Retail Therapy (*Holdridge's Plaza*)
 - Mohegan Trading Post (*LCS*)
 - New London County Septic (*20 Lorenz Parkway*)
 - Circle Oak Farm (*112 Gallup Hill Rd*)
- Relocations
 - Geer Automotive (*to Fairway Dr.*)
- For Sale
 - Parke's Place
- Closings
 - *None*

Gales Ferry

- New
 - Sunnyside Café (*former Citizens Bank*)
 - CIC Automotive & Sales Inc. (*previously was LeBlanc's*)
 - Dunn's Non-Emergency Medial Transportation Service LLC
 - Sonya's Hair Studio (*Gales Ferry Landing*)
 - Coastal Computing (*1026 Long Cove Rd.*)
 - Lively Aesthetics (*1026 Long Cove Rd.*)
- Underway
 - Barkin' Barley (*north of old Veterinary Hospital*)
 - Great Wolf Resort (*Foxwoods*)
- Relocations
 - Sonny's Wine and Spirits (*Ledyard Center to old Veterinary Hospital*)
 - Lash Me Up (*from Gales Ferry Landing to 1600 Rt. 12*)
- Closings
 - Fireside Brick Oven Pizza (*fire damage – reopens Fall 2022*)
 - Country Canine Grooming (*due to fire*)



COMMISSION MEMBERS

- John Vincent - Chairman *(2018 – present)*
- Richard Tashea - Vice Chairman *(1991 – present)*
- Michael Dreimiller – Secretary *(2017 – present)*
- Carol Schneider *(2016 – present)*
- Jessica Buhle *(2021 – present)*
- Peter Hary *(2021 – present)*
- Vince Whittle *(2021 – present)*
- Juliet Hodge – Town Planner *(2021 – present)*

Past Members

- Jennifer Holdsworth *(2018 – 2021)*
- Gary Paul *(2021 – 2021)*



TOWN OF LEDYARD

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File #: 22-216

Agenda Date: 8/2/2022

Agenda #: B.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

Development of Strategic Plan



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-217

Agenda Date: 8/2/2022

Agenda #: A.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

Follow-up to Sunny Side Diner Ribbon Cutting - Photo and write-up for Ledyard Magazine



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-218

Agenda Date: 8/2/2022

Agenda #: B.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

Develop Plan to identify Town-owned, unused properties and determine the best use.



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-219

Agenda Date: 8/2/2022

Agenda #: C.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

(Promotion of the Ledyard Up-Down Sawmill. Photo and write-up for Ledyard Magazine)



TOWN OF LEDYARD

741 Colonel Ledyard
Highway
Ledyard, CT 06339-1511

File #: 22-220

Agenda Date: 8/2/2022

Agenda #: A.

AGENDA REQUEST
GENERAL DISCUSSION ITEM

Subject:

Video Selection of two additional chapters