

AGENDA
****Rescheduled Meeting****
Economic Development Committee
Thursday, January 12, 2023
7:00 p.m. – Darien City Hall

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – December 8, 2022**
- 4. New Business**
 - a) Business Liaison & Recruitment Coordinator (PAGE 4)**
 - i. Summary, Duties, & Responsibilities**
 - b) Review of Business Resource Guide (PAGE 6)**
- 5. Old Business**
 - a) Previous Follow Up/Hanging Matters**
 - i. Revisiting Concept Plan Ideas/Next Steps**
 - ii. EDC Member Updates**
 - iii. Staff Updates**
- 6. Next Scheduled Meeting – February 2, 2023**
- 7. Adjournment**

City of Darien
Minutes Economic Development Committee
****Rescheduled Meeting****
Thursday, December 8, 2022

1. Call to Order

The meeting was called to order at 7:04PM. Committee members present were Jonathan Christ, Bob Hahn, Lou Mallers, Tom Papais, Nick Pitzer, and Bot Taft. Also present was Mayor Joe Marchese, Alderperson Mary Sullivan, City Clerk JoAnne Ragona, and City Planner Jordan Yanke.

2. Public Comment

None.

3. Approval of Minutes – November 3, 2022

Minutes were approved by unanimous consent.

4. New Business

a) Nomination/Vote for Committee Chairperson

The Committee nominated member Tom Papais as Chairperson. The nomination will be placed on a City Council agenda for the Mayor to appoint member Tom Papais formally.

b) EDC Duties and Tasks – Activities/Initiatives for 2023

i. New Business License Welcome Package

City Planner Jordan Yanke introduced an example welcome package for new businesses. The Committee discussed the example and requested that a draft version be put together and brought back to the next meeting for comment. Committee member Bob Taft recommended not only targeting new businesses with the welcome package but also putting together a document for prospective businesses looking to locate in the City.

ii. Other Ideas

Conversation regarding the welcome package transitioned into a discussion and overview of a new position that is being created by the City. The position is titled Business Liaison and Recruitment Coordinator, and the employee will be hired to initiate and propel

economic development programs to a higher level and assist in community event planning. The person in the position will focus on business recruitment and retention, while also leading the Business Visitation Program and implementing community/business surveys garnering input on preferred economic development initiatives. This discussion also included the proposed absorption of the Chamber of Commerce into the City, which is currently being reviewed at the Council level. Committee member Tom Papais and Mayor Joe Marchese provided additional detail on this proposed transition.

5. Old Business

a) Previous Follow Up/ Hanging Matters

i. EDC Member Updates

General discussions and updates amongst the Committee and staff were held pertaining to redevelopment ideas for the City's shopping centers and other parcels that have been discussed in the past.

Aldersperson Mary Sullivan iterated the importance of the City highlighting businesses and promoting them. The Committee concurred this element is crucial and that the City can ramp up promotional materials and marketing materials with the new hire.

ii. Staff Updates

Staff provided brief update on recent projects and businesses.

6. Next Scheduled Meeting

The next meeting will be rescheduled to Thursday, January 12, 2023.

7. Adjournment

Meeting was adjourned at 8:25PM.

APPROVED: _____
CHAIRPERSON

DRAFT-DISCUSSION ONLY

JOB DESCRIPTION

JOB TITLE: Business Liaison and Recruitment Coordinator

DEPARTMENT: Community Development

FLSA STATUS: NON-EXEMPT

JOB SUMMARY

Position is responsible for implementation of economic development programs for the city, including planning, coordinating and monitoring programs and projects which are designed to retain existing businesses, attract new businesses and secure new economic investment. Supports the Director of Municipal Services in planning, implementing and reviewing a variety of economic development initiatives including marketing, communication, business attraction, and business retention.

PRINCIPAL DUTIES and RESPONSIBILITIES

- The position will be primarily engaged in contacting and networking with businesses or tenants, developers, and property owners to identify development opportunities and facilitate letters of intent (LOIs) or leases between the parties.
- Develop/implement economic development strategies to attract new businesses, retain and expand existing businesses, and promote the city as a desirable business location.
- Generate interest in developable areas throughout the city with a focus on opportunities identified in the comprehensive plan.
- Assist in the development and administration of economic development policies and programs.
- Serve as a liaison/ambassador between property owners, businesses, city staff, and others regarding development projects and programs.
- Coordinate and participate with site visits to major businesses.
- Assists in coordinating city events such as Darien Fest, concerts, sidewalk sales, holiday events and service group activities.
- Other duties as assigned.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in a related field is preferred;
- At least one year of experience in a highly-visible position involving liaison and/or recruitment with the business community, or an equivalent combination of education and experience.

DESIRABLE KNOWLEDGE, EXPERIENCE, REQUIRED TRAINING AND SKILLS

Knowledge of the principles and practices of zoning and urban planning, economic development

Maintaining effective working relationships with other employees, public officials, government agencies, business leaders, developers, financial institutions, citizen groups, outside agencies and brokers;

Ability to present a professional image to citizens/customers, agencies affiliated with the City.

Ability to effectively communicate verbally and in writing.

Ability to work independently, under minimal supervision

Ability to schedule various projects according to priorities and specific timetables.

DRAFT – DISCUSSION ONLY

BUSINESS RESOURCE GUIDE FORMAT

[COVER PAGE]

OVERVIEW & INTRODUCTION

[SECOND PAGE]

COMMUNITY PROFILE

DEMOGRAPHICS “BY THE NUMBERS”

PHOTOGRAPHS

[THIRD PAGE]

WHY CHOOSE DARIEN?

BUSINESS COMMUNITY OVERVIEW

OPPORTUNITIES (INCENTIVES, LOCATION, ETC.)

[FOURTH PAGE]

BUSINESS RESOURCES/HELPFUL LINKS

CITY DIRECTORY “WHEN TO CONTACT CITY HALL?”

“HOW TO GET INVOLVED?”