

# CONNECTICUT MARKETING AUTHORITY

## DRAFT Minutes of Special Meeting

**October 9, 2013, 10:08 am**

101 Reserve Road, Hartford, CT 06114

**MEMBERS PRESENT:** Chairman Stephen K. Reviczky, Rosemary Hice, David Morse, Bruce Benedict, Randall Fiveash. Members absent: Joseph Ruffini, Frank Musto and Alexis Gazy.

**ALSO PRESENT:** For the Department of Agriculture (“DoAG”) – Joseph J. Dippel, Rick Macsuga, Denise M. O’Meara, Ivette Delgado, and Peter Morgan; and Others – Steve Slipchinsky, Foodshare, Ted Spitzer, Market Ventures, Inc., and Lisa R. Humble, DAS/DCS Project Manager.

- I. Call to Order:** Chairman Reviczky called the meeting to order at 10:08 am.
- II. Minutes:** The minutes of the June 19, 2013 Meeting of the Connecticut Marketing Authority (“CMA”) were distributed. A motion to accept the minutes as distributed was made (Hice) and seconded (Morse). There being no discussion, the motion carried (Hice abstained).
- III. Chairman’s Report:**
  - A. Update of Market activities.
    1. Entered into a contract with Market Ventures Inc., to develop a Master Plan for the Hartford Regional Market. The contractor is hired to take a look at the current infrastructure in terms of creating a new market, which will attract and build a bigger and more diverse base of tenants, to meet the needs of the wholesale community, provide a farmers’ market, and better serve the public consumer with a variety of products. Revitalization of the Market is a major undertaking. Market Ventures has put together a team and is in the initial process of conducting interviews, collecting information and ideas to be considered in recommendations to present for approval and proceeding with the project.
- IV. Director’s Report:** Executive Director Dippel presented the following:
  - A. Budget. Mr. Dippel provided a Regional Market Revenues handout (dated 8/31/2013) and a list of Expenses (through 9/30/2013). In summary;
    1. Many rails have been replaced and ties have been repaired.
    2. At the June meeting, the Board approved \$137K for purchase of a new pay loader.
    3. Repairs of pot holes in many of the non-paved areas of the facility have been made.
    4. Other additional expenses not included in the Income & Expense Report include:
      - a. Emergency sewer line repair at a cost of \$4,730.
      - b. Pot hole repairs – 180 tons of process millings to bring to grade and level by Roadstone Construction at a cost of \$17,700.
      - c. Injury suit claim- \$536 to pay for recorder to take deposition.
    5. Discussion on needed grading, paving, and drainage repair in areas of heavy use, either as a short-term repair, or a recommended long term repair.
  - B. Short Term Investment Fund. The balance of the Short Term Investment Fund account (“STIF Account”) was \$859,259 on 10/9/2013. The projected balance with the paving proposal, at \$105,000, and the pay loader at \$137,000 is \$617,259.
  - C. Tenants/Farmers’ Market updates.
    1. There are currently 53 farmers with permits in the Farmers’ Market. Use permits vary, some for a 4-month period, others a 1-year period. Wholesale tenants - At present 7 stalls are vacant in the wholesale tenant space.

- D. Temporary use agreement with M & M Wind Grape.
  - 1. M & M Wine Grape Company, LLC, has agreed to enter into a temporary use agreement using three vacant stalls for a 65 day period at twice the normal stall rate. The total fee of \$9,988 for the period of August 30, 2013 to November 4, 2013 use period has been negotiated and accepted.
- E. Updates and reports. DoAg has received two federal Specialty Crop Block Grants (SCBG), to promote the use of CT grown products.
  - 1. Grant 1: Goal is to understand and respond to institutional buying needs, regarding quantity, quality, and form food services require fruit and vegetables, and to incorporate such into the HRM.
  - 2. Grant 2: Rutgers University contracted to perform a study regarding commercial food processing to be implemented at the HRM, equipment needed, and to engage farmers to process their own products and help expand their product sale and distribution.
  - 3. Discussion regarding changing State procurement regulations regarding food contracts, which had evolved to large grant contracts will be awarded over \$20 million dollar food contracts. Potential to allow smaller farm businesses be part of the competitive bidding process having a positive effect on the state's economy was also discussed.
  - 4. Purpose of both SCBG is to enhance markets for specialty crops of fruit and vegetables, and to capture markets for institutional food services including schools and universities.

**V. New Business.**

- A. Motion. A motion to authorize and approve STIF account funds in the amount of \$105,000 for a paving and pot hole filling project at the HRM, to be contracted to Roadstone Construction was made (Morse) and seconded (Benedict). The motion passed unanimously.
- B. Motion. A motion to approve a three year lease to M & M Wine Grape to lease two stalls at 1.5 times the normal rate (\$1,152.47 per stall per month, or \$27,659.28 per year for two stalls), was made (Hice), and seconded by (Morse). The motion passed unanimously.
- C. Ted Spitzer, Market Ventures Inc., presented a power point presentation of the Master Plan. It included an overview to revitalize the HRM, with a primary goal to rebuild the market and to make it self-sustaining and profitable. The presentation included six projects Spitzer was previously involved with in different areas of the country. The projects demonstrated various examples of successful revitalization of regional markets from various areas of the country resulting into thriving, profitable, successful markets. Spitzer discussed the participants that make up the Master Plan Steering Committee, which is expected to meet five times throughout the process, to address three main components regarding Orientation and Assessment; Vision and Program; and Financial and Economic Analysis, focusing on the long-term goals of the project to revitalize the HRM.
- D. Susan Muldoon- Social Media and Facebook report. Muldoon presented a power point presentation of what she has done for the HRM. She discussed how utilizing the social media of Facebook and twitter, is an excellent form of advertisement and public engagement, which has dramatically increased HRM business.
- E. The next meeting of the CMA will be on Wednesday, December 18, 2013, at 10:00am, in the Conference Room of Building 'A', 101 Reserve Road, Hartford, CT.

**VI. Adjourn.**

- A. There being no further business. A motion to adjourn was made & seconded (unanimous), 12:15pm.

Respectfully submitted: Denise M. O'Meara  
Date: October 11, 2013.