



**TOWN OF HAMDEN, CONNECTICUT**  
**Economic & Community Development Department**  
2750 Dixwell Avenue  
Hamden, Connecticut 06518

**Dale Kroop, Director**

**Minutes:** The Economic Development Commission, Town of Hamden, held a Regular Meeting on Tuesday, February 11, 2014 at 5:30 p.m. in the third floor conference room, Hamden Government Center. The following issues were discussed:

Commissioners in Attendance: Mr. Sachetti, Mr. Zambrano, Mr. DelGrego, Mr. Diaz, Ms. Gretencord, Mr. Moses, Mr. Rolnick, Mr. DeNicola

Commissioners Absent: Mr. Inzero (excused), Ms. Borelli (excused), Ms. Giannini

1. Call to order

Mr. Sachetti called meeting to order at 5:30 p.m.

2. Reading and Approval of minutes of the Meeting of January 14, 2014

**Mr. Zambrano made a motion to approve the minutes of the January 14, 2014 meeting. Mr. DeNicola seconded the motion. The vote was unanimous in favor.**

3. Speaker Series

Internet Marketing: Presented by Little Fish LLC, Marjorie Clark

Mr. Sachetti introduced Marjorie Clark of Little Fish LLC. He said this method of marketing is something we should all be aware of.

Ms. Clark introduced herself as the owner and visionary of this website design company. This is the 16<sup>th</sup> year in business. Ms. Clark's husband developed a web site for his parent's business in 1995. They had been sending out color catalogs for their ceramic studio, which was becoming very expensive. She took over the business in 1997. In 1995 there were 25,000 websites. In 2000, there were 25.7 million web sites. Now there are 633 million web sites. This is the way to optimize your business advertising.

Ms. Clark presented a handout entitled Internet Marketing 101: A Business Owner's Primer, which is attached to these minutes. The second handout "To make your business marketing Plan you need to ask:" was also distributed and is also attached.

- Ms. Clark said \$1 spent on email marketing gets you a \$40 return.
- To optimize search engines include key words
- Use Social Media (Facebook, LinkedIn, Twitter, YouTube, Inbound Content, Pinterest, Google
- Post on related blogs & forum

- Search results include all things that have the search term in them
- Be sure your web address is in your listing
- Pay per Click charges a monthly fee and has a good rate of return
- Do press releases using key words to direct people to your web site
- Mr. DelGrego asked what she thinks about “squeeze pages” and Ms. Clark replied they are great for building an email list
- Regarding Angie's List, the user pays to access the site, and the contractor doesn't have to pay unless he places an ad
- Ms. Clark still believes email is a good marketing tool.
- Mr. Kroop said he uses Constant Contact and asked if that is sort of the E-bay of the industry Ms. Clark replied that is a brand that you would probably recognize because they advertise all over the place. Mail Chimp is another one and is free for up to 10,000 emails per month. She is using Vertical Response which is another good one, although it was just bought out so it might change a little.
- Steve Diaz noted that the subject line is extremely important (72% of the things of you have to pay attention to)
- Mr. Kroop asked if you build a data base of emails to send out and people unsubscribe from you, are there repercussions. Ms. Clark would not recommend buying lists and said stick to organic. What if the list was older and some of the emails no longer exist. They will never get sent again. If someone unsubscribes they will never get that email again. It will delete duplicates. All will have a monthly fee and will only charge you for what gets sent. Various companies have various fees, some at 1.5 cents per address. Mr. DelGrego asked about Mad Minnie. Ms. Clark said one of her clients uses them.
- As business owners it is difficult now to separate yourself from those web sites. You have to stand out from your competition.
- Young people are using Instagram, Snap Chat and other sites. Their parents are using Facebook.
- Certain industry people would use Linked In as opposed to Facebook.
- One of Ms. Clark's clients is an entertainment company, so Facebook is used for them on a daily basis.
- Mr. Kroop asked about how long people's attention span is for pod casts and videos. Perhaps 15 minutes of a 2.5 hour presentation would be good. Ms. Clark said Side Share is a good program.
- Mr. Diaz asked about Linked In. Ms. Clark said it is a good choice for professionals.
- One of the guests asked about putting “contact us” on sites versus the “chat now” feature. His accounting firm is thinking of adding something like that. Ms. Clark said the statistics are quite good so if you had the “chat” feature available after business hours it would be a good idea. He said he uses Vertical Response which works well for his company. He asked about the avatars. Ms. Clark said she doesn't know if it is true that men like looking at women and women like looking at women. She said in terms of the design, people like to see a person that is looking at the camera and smiling.
- Mr. Sachetti asked about using YouTube. Ms. Clark said when she mentioned YouTube here, she is thinking about industries that have their own YouTube channel. If you have more than one video, you have a channel. The tricky part is keeping people from seeing other stuff. The best way is to imbed the video in your website to avoid the other distractions.

- Ms. Clark said Facebook is the cafe, LinkedIn is the boardroom. Ms. Clark said after you have your web page, you have to develop your audience. This takes time to develop the site. What is my customer looking for? For web contact think in terms of the customer, not your business.

Mr. Kroop said he would like to post the handouts from the Speaker Series presentations. Mr. Kroop announced that next month we are doing Operation Fuel, a presentation on small energy improvements. There will be more topics coming after that.

Mr. Sachetti thanked Ms. Clark on behalf of the Commission.

#### 4. Report of the Director

Mr. Kroop reported that not much has changed on the financial reports. We do not have new statements for the micro loan. The company that was delinquent has paid of one of their loans and will start double payments on their second loan on March 1<sup>st</sup>. We have accounts receivable of \$86,441. The second page is same as last month, and shows \$384,264 in unencumbered funds. Mr. Kroop is saving some of Mr. Pearce's time for the Business Incubator Project.

#### 5. Old Businesses

Mr. Kroop sent the new "Ordinance Amending and Restating the Town of Hamden's Economic Development Incentive Policy" in order to show the Commissioners the changes. The Town Attorney wanted to update the ordinance to include the types of uses that are eligible under the state law, and some of the threshold changes. The uses under this ordinance are expanded to include everything from parking garages to residential. The process for bringing items to the Commission for approval will not change. This ordinance requires a public hearing before the Legislative Council. Mr. Zambrano asked about the minimum repairs in the amount of \$25,000. He said in our program the amount was originally \$50,000 had to be invested before you were eligible. Mr. Kroop said in targeted zones you only had to invest \$25,000 in eligible repairs.

Mr. Kroop said the Town's program expires at the end of this year, so as a Commission, we should discuss any changes we would like to make over the summer.

Business Resource Center – The Commission established the Business Resource Center in the Library in 1998, before the internet was popular. The Center fell into disarray over the years. Hamden's new Library Director has helped Richard Pearce organize the center and the library gave him a list of materials they would like to add to the Center. Mr. Pearce reviewed the list and got the cost down from an estimated \$2,000 to \$600, which Mr. Kroop would like to spend out of the Commission's funds. CT Works has a connection with the Library regarding some job search items. Mr. Kroop is bringing other organizations in to assist in building up the resource center. There are computers there. Perhaps we need software. Mr. Sachetti asked for a motion to allow Mr. Kroop to purchase items for the Business Resource Center.

**Mr. Zambrano made a motion to spend a maximum of \$1,000 for research material for the Business Resource Center at the Library. Mr. DelGrego seconded the motion and added that Mr. Kroop should make a list of the items purchased in case something goes missing. The vote was unanimous in favor.**

Mr. Kroop said he had an interesting conversation with Chair of the Planning & Zoning Commission. When reviewing site plan or special permit applications, the Commission will ask various departments and organizations for comments. The Chair asked why this Commission didn't provide comments and Mr. Kroop replied because they didn't ask. Mr. Kroop suggested the Chair talk to other P&Z Commission members to see what they want from us. Mr. Kroop attended the hearing on the Centerville Lumber property. Very few agencies commented on the projects. Most of the comments were made by private citizens. Attorney Rolnick said he has always been kind of leery about that because he isn't sure it does any good. He thinks we should be involved in a less public way. In terms of facilitating a particular application, taking a public position would have impact. Mr. Moses said they are inviting our communication, but in the past we have complained about their not corresponding with us. Mr. Kroop said he thinks they are looking for support and might ask our opinion on the issue of Quinnipiac's moratorium on development. Attorney Rolnick thinks that where we can accomplish something is in discussions on the changes in regulations, but wading in to the public approval process is not going to do any good. Mr. Sachetti said P&Z Commissioners are free to attend our meetings. If it is something that requires a public hearing, you have a problem if you get input outside the hearing. They can talk to us regarding general things, but not specific applications according to Attorney Rolnick.

Mr. Kroop described how the Purchasing Ordinance has changed at the last meeting. This came up in the context of using local businesses. The new Ordinance gives him more flexibility. On large projects, like Newhall, no local vendors were used, which Mr. Kroop felt was not right. The second round they started to use some local vendors, and then in the third phase they used more local companies. For the Business Incubator Project, we have a construction manager, and we have told him he has to guarantee the price, but we have also told him we want to use local vendors, which could end up costing more. There was further discussion.

Mr. Kroop said the Incubator Project is into design with a full team. He will be talking to Commissioners regarding marketing, bringing businesses in, leases, brokers, etc. The project will be under construction this summer, and should be finished by April 2015. There will be all kinds of great residual effects with having the incubator businesses with extra services and integrating Mr. Pearce and the Business Assistance Center into the Project. Mr. Kroop is working on another grant application.

Last year the Town paid to have the conditions at the old middle school analyzed. The building was basically found safe, except it is an old beat up building. We know the pcb's don't exceed state standards. We will go out to bid for developers to redevelop the property. The real estate community feels the project will be suitable for residential Development. We want to leave it open to see what comes in. It could be housing, service businesses, assisted care, light industry, etc. When Stone Academy was planning to move into the facility, they were going to have food vendors for their students. He wants to see what ideas come in. Mr. Kroop maintains that the Town should redevelop that property. There were several community meetings held back in 2007 and 2008. There will be a mandatory walk through and the developer would need a lot of money, probably about \$10 million.

The possible relocation of Walmart was discussed. Mr. Kroop said there is no evidence that there is a deal pending for Walmart to move into Stop & Shop property at Dixwell and Putnam Avenues, yet everywhere he goes people are talking about it. America's Kids lease was not terminated, they just the

moved out. The dollar store is moving somewhere else. The other two stores have giant sales going on. The debt load on the Mall is very high. Next week the Stop & Shop lease expires, so owner can actually do something with the space.

6. New Businesses

7. Project Updates: Redevelopment, Openings, Etc.

8. Adjournment

**Mr. DelGrego made a motion to adjourn. Ms. Gretencord seconded the motion. The vote was unanimous in favor. The meeting adjourned at 6:50 p.m.**

Submitted by: \_\_\_\_\_  
Gerry Tobin, Commission Clerk

**Tel (203) 287-7033**

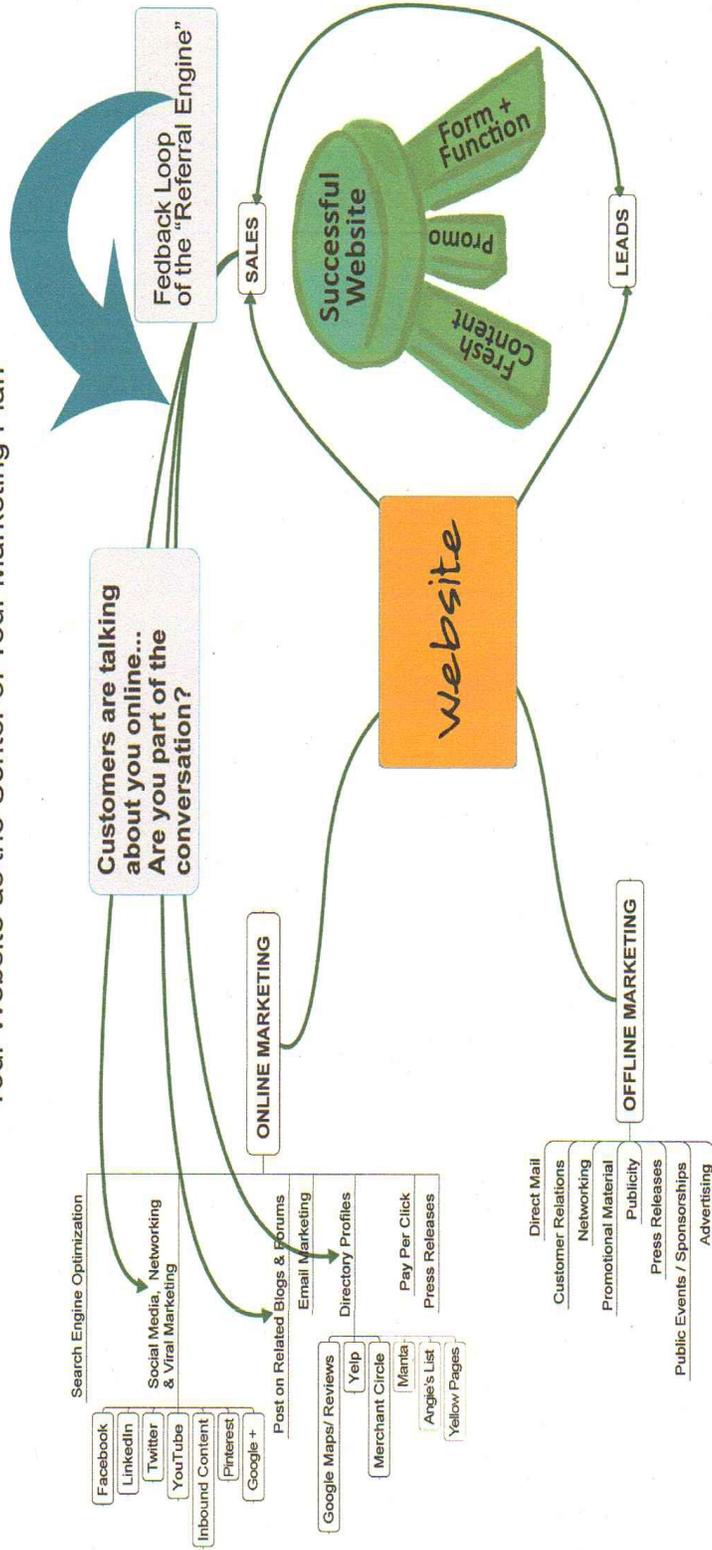
**Fax (203) 287-7035**

**e-mail: [dkroop@hamden.com](mailto:dkroop@hamden.com)**

# Internet Marketing 101: A Business Owner's Primer



## Your Website as the Center of Your Marketing Plan



www.LittleFishStudios.com ... the perfect bait to bring you business

## Internet Marketing 101: A Business Owner's Primer

### To make your Business Marketing Plan you need to ask:

What are you selling / what pain can you solve?	What action do you want your viewers/visitors to take?
What is your unique value proposition/ Why should they choose you?	Why will they do it? "What's in it for me?"
Who's pain? Who is your target market?	How easy it for them to take that action?
What do they "look" like?	What are the points of "friction" to taking that action?
Where are they / what "channels" do they use?	Which tactics to you use for which part of the sales funnel?
What do you want you want to achieve? Be specific.	How do you track conversions?
How do you measure success?	How do you keep that conversion engaged?
What's the time frame?	How do you turn customers into advocates?