

## Capitol Region Council of Governments

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**EXECUTIVE COMMITTEE MEETING MINUTES**  
**CRCOG Boardroom, 241 Main Street, 3rd Floor, Hartford, CT**  
**October 10, 2018**  
**Noon**  
**DRAFT UNTIL APPROVED**

### Attendance

John Elsesser  
Dave Kilbon  
Marcia Leclerc  
Peter Falk  
Nancy Nickerson  
Dr. Chip Beckett  
Alexandra Beaudoin  
Scott Shanley  
Paul Shapiro  
Derrick Kennedy  
Steve Werbner

### Town/Organization

Coventry  
East Granby  
East Hartford  
Enfield  
Farmington  
Glastonbury  
Hartford  
Manchester  
Mansfield  
Mansfield  
Tolland

### Staff

Rob Aloise  
Cheryl Assis  
Hedy Ayers  
Kimberly Bona  
Emily Hultquist  
Lyle Wray  
Pauline Yoder

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### Guests

Kathie Lutz

Rome Smith Lutz

**1. Call to Order**

Chairperson Marcia Leclerc called the meeting to order at 12:03 pm. She welcomed everyone to CRCOG's new Board Room and stated that going forward, all meetings will be held here.

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from August 8, 2018**

Peter Falk made a motion to approve the minutes of August 8, 2018 as presented. Dr. Chip Beckett seconded the motion and it carried unanimously.

**4. Correspondence/Handouts**

- Moving Transportation Forward
- 2018 "State of the Region" Conference

Dr. Wray explained that the "Moving Transportation Forward" handout has been approved in the past with some wordsmithing from the previous version.

Dr. Wray stated the 2018 "State of the Region" Conference will be held on Thursday, October 25, 2018 at the Infinity Music Hall in Hartford. The Conference will feature a keynote presentation by Mark Maybury, Chief Technology Officer Stanley Black and Decker. He explained that registration is open for anyone who may be interested in attending. Mayor Leclerc recognized Stanley Black and Decker for all the time, money and energy they commit to Connecticut.

**5. Chair and Executive Director Remarks and Report**

Dr. Wray stated the Metro Hartford Future (CEDS) is coming along very well. He explained that key goals include skilled and experienced talent, branding/marketing, and investing and implementation.

Dr. Wray stated there have been a series of focus groups and conference calls on the Long-Range Transportation Plan (LRTP).

**6. ACTION: Resolution Authorizing Application to State of Connecticut Department of Economic and Community Development (DECD) Office of Brownfield Remediation and Development for Brownfield Assessment Grant**

Dave Kilbon made a motion to accept the Resolution Authorizing Application to the State of Connecticut Department of Economic and Community Development (DECD) Office of Brownfield Remediation and Development for Brownfield

Assessment Grant as presented by Emily Hultquist. Peter Falk seconded the motion and it carried unanimously.

Ms. Hultquist explained that CRCOG is still looking to partner on a grant application with communities that have brownfield sites in need of assessment - particularly those that have already completed initial assessments and those that are in transit station areas - and encouraged those who do to reach out to CRCOG.

## **7. Presentation of Communications Report and Recommended Staff Action**

Dr. Wray provided an update on the Communications Action Plan, as well as the Internal Communications Plan. He stated that CRCOG staff feels implementation of the plan drafted by GEM consultants will enable CRCOG to tell its story better to a larger audience. With the being said, CRCOG has begun action on the following:

- **Newsletters Etc.** As part of the communications plan implementation, CRCOG has purchased Constant Contact to upgrade its e-mailing and communication capabilities. CRCOG staff will begin using this Constant Contact for meeting notifications as well as newsletters, event announcements and other activities.
- **Internal Communications Plan.** CRCOG has begun the implementation of an internal communications plan to increase communication among staff members.
- **CRCOG Newsletter.** CRCOG staff is currently making plans to implement a bi-weekly e-mail newsletter no later than November 2018.

CRCOG staff and a point person for communications will also come back with additional recommendations for communications improvements in the coming months.

In addition, staff proposes the following budgetary priorities to ramp up our communications efforts at CRCOG:

- **Point person for communications.** Budget and hire for a part time employee to aid CRCOG in its communication efforts, including press releases, consistent messaging, social media messaging and other communication plan implementation. Public outreach is a required part of our planning activities that this individual would help to coordinate.
- **Update CRCOG website and templates.** Include a one-time budget cost for website update (\$5,000), and consistent agency wide template development (amount to be determined but not to exceed \$5,000).

CRCOG staff seeks Executive Committee support for the above items to be incorporated into the CRCOG budget amendment for 2018-2019, which will be presented to the board on October 24<sup>th</sup>, 2018.

**Motion.** Dave Kilbon made a motion to approve a one-time budget cost for website update (\$5,000), and consistent agency wide template development (amount to be determined but not to exceed \$5,000). These items will be incorporated into the CRCOG budget amendment for 2018-2019, which will be presented to the board on October 24<sup>th</sup>, 2018. Dr. Beckett seconded the motion and it carried unanimously.

Mayor Leclerc feels the it is important not to overwhelm recipients with messages from CRCOG. Concentrate on the message and do not overwhelm recipients with too much information and/or too many emails. Dr. Wray concurred. He explained that one of the important components of Constant Contact is that CRCOG will have the capability of tracking the percentage rates of emails received, etc.

The complete communication plan and the complete survey results will be posted to the CRCOG website shortly.

Dr. Wray thanked Hedy Ayers for all the work she has done on this project and at CRCOG over the past 21 years. He wished her well in her future endeavors at Eversource.

#### **8. Metro Hartford Future (CEDS) Update**

Dr. Wray stated CRCOG will be submitting the report to the Economic Development Administration by year end. The number one issue is retaining talent by connecting graduates to employees, and then focus on implementation going forward.

#### **9. CRCOG Recruitments**

Cheryl Assis stated that the closing date for both the Senior Community Planner and the Senior Transportation Planner was October 5<sup>th</sup> and the closing date for the Director of Transportation position is Friday, October 12<sup>th</sup>. Discussion followed.

Dr. Wray thanked Cheryl Assis for her help with the recruitments process.

#### **10. CRCOG 2019 DRAFT Policy Board and Executive Committee Meeting Schedules**

Dr. Wray stated that the 2019 DRAFT Policy Board and Executive Committee Meeting Schedules have been set for Board members to review. CRCOG has reached out to COST, CCM, NARC and ICMA to avoid any conflicts. He stated that CRCOG was mindful and avoided scheduling any meetings on Jewish Holidays.

Dr. Wray asked the Board to kindly review the proposed 2019 DRAFT Policy Board and Executive Committee Meeting schedules, so they may be approved at a Board meeting soon.

**11. Other Business**

There was no other business.

**12. Adjournment**

Dave Kilbon made a motion to adjourn at 12:40 pm. Peter Falk seconded the motion and it carried unanimously.