

Capitol Region Council of Governments

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CRCOG FOUNDATION BOARD OF DIRECTORS MEETING CRCOG, 241 Main Street, Hartford (Conference call option provided) Wednesday, October 10, 2018 10:30 a.m.

Attendees

Stephen Cassano
Dave Kilbon
Chip Beckett
Lyle Wray
Mary Glassman
Marcia Leclerc
Diane Smith (via phone)
Bill Austin (via phone)
Douglas Fisher (via phone)
Robert Lee (via phone)
John Carson
Paul Shapiro
Brian Heavren (via phone)

CRCOG Staff

Hedy Ayers
Kim Bona
Emily Hultquist
Rob Aloise

1. Call to Order

The meeting was called to order at 10:32 a.m. by President Steve Cassano. He welcomed the Board and thanked those who called in.

2. Action Item: Approval of Minutes (June 25, 2018 Annual Meeting)

Dave Kilbon made a motion to approve the Minutes of June 25, 2018 as presented. John Carson seconded the motion and it carried unanimously by voice vote.

3. Foundation Board Membership Diversification: Potential Candidate Invitations

Dr. Lyle Wray indicated his support for Dr. Mohamad Alkadry, Head of the Department of Public Policy at UCONN, as a new Board Director. He stated that Dr. Alkadry is an asset that is close by now that UCONN has moved to Hartford. He also mentioned that UCONN is providing a research assistant to CRCOG. Steve Cassano has met with UCONN leaders and feels it is a great opportunity to have UCONN involved to offer their resources.

Hedy Ayers explained that CRCOG reached out to those candidates who had scored the highest on the email poll, and briefly reviewed the top candidates with the Board. She stated that some of these candidates have not gotten back to CRCOG. Currently, the Board consists of 19 members. Doug Fisher feels that if they have not yet responded, they will not serve as active participants if they are on the Board.

Mayor Leclerc feels that a better balance is needed on the Board (i.e. age, gender, etc.) She raised the possibility of someone from MetroHartford Alliance joining the Board, stating the overlap would be great. Dr. Wray will reach out to David Griggs.

Steve Cassano asked if there were any Board Directors who don't participate and attend Board meetings regularly. He suggested perhaps encouraging those individuals to step down to allow room for new Directors. Another possibility is to see if less-active Directors would be more comfortable becoming 'members' of the Foundation instead, although the role of a 'member' would need to be better defined. Discussion followed.

Steve Cassano stated he feels Hedy Ayers would be an asset to the Board in the future. Board members concurred. Ms. Ayers thanked the Board and will check with her future employer.

A lengthy discussion ensued among the Board regarding potential candidates.

Dave Kilbon made a motion to invite the following candidates to join the CRCOG Board of Directors:

- Dr. Mohamad Alkadry, UCONN Head of the Department of Public Policy
- Christopher Duffy, Senior Director for Workforce Optimization and Strategic Initiatives for The Travelers
- Dwayne Jackson, Consultant with LGH

Dr. Beckett seconded the motion and it carried unanimously.

Mayor Leclerc suggested that the intent is not necessarily to grow the Board, it is to gain diversification. The Board feels as though appointing individuals from a variety of organizations would be valuable and that it should strike a balance of public, private and non-profit representatives. Discussion followed.

Dr. Beckett made a motion to set a goal of having the Board be comprised of four different groups—CRCOG, other government agencies, private sector and non-profits—and asked that the staff create a matrix highlighting the current breakdown of Directors in those buckets as well as in terms of gender, age and race. Dave Kilbon seconded the motion and it carried unanimously.

4. Video Testimonial Project

Hedy Ayers shared the Transportation video with the Board. She thanked John Carson and the University of Hartford for its help making this possible.

5. Grant and Program Updates

a. Anchor Institutions

Emily Hultquist, CRCOG's new Policy and Planning Director, provided an update to the Board on the Anchor Institutions project, which is now in its second phase. Recent work has focused on creating and leveraging communications tools, including the project website (www.metrohartfordtod.com) and social media via Twitter (@TODMetro) and Instagram (@MetroHartfordTOD). They are directly connecting with social media influencers to engage in a storytelling strategy around TOD in the CTfastrak and CTrail corridors and will use a "TOD Basics fast facts" infographic as well as a "what is an anchor institution" brochure and video to communicate TOD benefits and opportunities. Emily will show the video at the next meeting.

Other activities include: stakeholder interviews with anchor institutions and related organizations to identify current understanding of transit/rail services and benefits of TOD; conceptualizing graphics and designing an interactive regional asset map for display on the project website; pitching the idea of co-sponsoring a "Hack-a-thon" with Upward Hartford (potentially to generate apps that will show that there are cheaper and quicker ways to travel than by car); and hosting focus group meetings in the areas of Corporate Human Resources, Higher Education, Arts & Culture and Health Care.

Steve Cassano asked if it makes sense for CRCOG to explore pursuing a relationship with CVS to try to keep them here for more than 10 years. It was expressed that CRCOG shouldn't undersell its ability to be a source of information to newcomers. Perhaps a welcome packet could be created and used more generically in the future. Dr. Wray agreed to prepare a welcome letter from the CRCOG and CRCOG Foundation chairs.

b. Metro Hartford Future (CEDs)

Dr. Wray stated that the process has included honing strategies, performing a situational analysis and identifying game changers and CRCOG will be submitting the report to the Economic Development Administration by year end. He is pleased with Fourth Economy's work. The number one issue is creating a talent pipeline, but additional considerations include branding and marketing (people need to believe in the region) and finding a group of people who will commit to spending 5, 10 or 15 years doing the implementation work. Efforts/plans are being done in coordination with the MetroHartford Alliance and the Hartford Foundation for Public Giving, although it was suggested that Capital Workforce Partners needs to be a bigger player. The full report will be shared with the Board once it becomes available.

c. Next Generation Economic Development

- East Coast Industry Forum (October 12 at UPWARD Hartford)

Dr. Wray announced that there are still slots available if anyone wants to attend the East Coast Industry Forum that will be held on Friday, October 12th at Upward Hartford. Mayor Leclerc raised the issue about needing to loop in both superintendents and the State of CT when talking about the dual track educational model.

- Future Workshops

Dr. Wray suggested the possibility of hosting future workshops related to exposing students to real jobs—and in particular—to the positive pay and work conditions associated with advanced manufacturing as an alternative to the ‘college or die’ model. Workshops could highlight successful models from across the country. Dr. Wray mentioned a new initiative that the Governor of Washington will launch later this month.

d. Long Range Transportation Plan

CRCOG is currently undertaking an update to its Long Range Transportation Plan, which is mandated every three to four years. This plan will identify needs, deficiencies, priorities and funding through 2045. Interim Transportation Director Rob Aloise indicated that there is a need to ensure the plan is fiscally constrained based on what federal funding is anticipated. The draft plan will be finished this winter and the final plan is due in the spring. Rob went on to note that there are new federal requirements around performance measurements, and that two new chapters—focusing on emerging technologies and innovative financing—will be included. In particular, they are looking at a range of financing options, including public-private partnerships, design build, tolls and TIFs. In terms of the outreach component of the planning process, they are in the middle of interviews, have focus groups scheduled in October, and public meetings are planned for November and February (the latter after the draft plan is out).

e. UCONN

Dr. Wray mentioned several projects that CRCOG is working on in conjunction with UCONN, including a performance measurement workshop and a repeat of the Fiscal Stability presentation that will be held on November 15th.

6. Other Business

It was announced that Tim Malone will be taking over the CRCOG Foundation’s duties, which will be a good fit given that he is the lead on CRCOG’s economic development strategies.

7. Adjournment

With no other business to discuss, Dave Kilbon made a motion to adjourn at 11:53 a.m. Chip Beckett seconded the motion to adjourn and it carried unanimously.

8. Next Meeting: At the Call of the Chair

President Cassano suggested that the next Foundation Board meeting be held after the first of the year.