

CEDS Advisory Committee – DRAFT Minutes

03/19/2018 at 9:00am

Travelers

1 Tower Square

Hartford, CT

Advisory Committee Members and Alternates

Jay Williams (co-chair) – Hartford Foundation for Public Giving

James Scannell (co-chair) – Travelers

Mark Overmeyer-Velazquez – UConn Downtown Hartford

Eric Knight – Remarkable Technologies

Peter Souza – Town of Windsor

Kathy Riley – Urban League of Greater Hartford

Jorge Casanovas – Casanovas Consulting

Paula Gilberto – United Way

Jodi Latina – City of New Britain

Peter Lisi – University of Hartford

Alex Beaudoin – City of Hartford

Mark Ojakian – Connecticut State Colleges and Universities

Bruce Carlson – Connecticut Technology Council

Mike Freimuth – Capital Region Development Authority

Alex Johnson – Capital Workforce Partners

Mark Scheinberg – Goodwin College

Mayor Marcia Leclerc – Town of East Hartford

Chip Beckett – Town of Glastonbury

Ted Carroll – Leadership Greater Hartford

Robin Sharp – YWCA of New Britain

Additional Attendees

Todd Andrews – Goodwin College

Tim Stewart – Greater New Britain Chamber of Commerce

Jim Boucher – Capital Workforce Partners

Emily Hultquist – CRCOG

Hedy Ayers – CRCOG

Rich Overmoyer – Fourth Economy

Chelsea Burket – Fourth Economy

John Shemo – MetroHartford Alliance

Scott Gaul – Hartford Foundation for Public Giving

Lyle Wray – CRCOG

Mary Ellen Kowalewski – CRCOG

Tim Malone – CRCOG

Chris Ellis – Fourth Economy

1) Introductions

Jay Williams - CEDS is a strategy for the region, not owned by any one entity. It is a collaborative endeavor, especially as it relates to implementation. This process is not intended to create something that is completely new. The strategies that the CEDS will reflect are already happening for the most part. The CEDS will provide the framework that will help drive these strategies. This process has to be about implementation.

2) Process Overview

- Rich Overmoyer - Using the One Region, One Future Action Agenda vision as a starting point
 - Is the region connected?
 - Is the region competitive?
 - Is the region vibrant?
 - Is the region green?
- Ted Carroll - A first bullet might be cohesive- being connected internally, within the region
- Mike Freimuth - An appreciation of assets should be considered- The region should not plan without acknowledging an agreed base around existing assets.
- Chip Beckett – We need to add something about businesses growing.
- Eric Knight – There have been a number of previous studies with SWOT analysis included. What is different this time?
- Jay Williams - That will be a result of the leadership that is here. Things change when regions say "enough is enough".
- Jay Williams - All the cities and towns will have a role to play. At the end of the day, we will rise and fall as a region. Just because there are some specific items pointed out in Hartford, this CEDS is about the region.
- Chip Beckett – In other regions, there are far bigger central cities. How do they get a sense of regional vision?
- Lyle - Hartford is a small part of the region compared to other core cities. This region is much more of a mosaic which creates a different dynamic.
- Mike Freimuth – How much of our issue is due to governance?

3) Connected findings and goals

- Peter Lisi - A lot of the connected strategies are infrastructure, but there needs to be a focus on items greater than infrastructure, like internal collaboration. Have people from outside the region participate in the Advisory Committee- Providence, Boston, and New York City.
- James Scannell – Regarding the airport, the issue is demand.
- Bruce Carlson - The only way that the region moves forward is creating critical mass and density. Need to focus on looking inside the region to be more connected and cohesive. Would like to see examples of other places and what they have done to support turnaround.
- Mike Freimuth - The reality is that governance plays a critically important role.

- Bruce Carlson - There is nothing said about broadband in the connected section. There are parts of the region that are using dial up. If we want to connect, these companies can connect through broadband much more quickly than transportation.
- Mayor Leclerc - How can we build around strengths in communities as opposed to communities going in different directions. The state plan should integrate with these community plans. The Riverfront Recapture is not part of this conversation. Need to include them.
- Eric Knight: Can't emphasize enough the importance of integration and broadband. I mentor a lot of companies outside of the US trying to bring them here. There is a positive view of Connecticut from outside.
- Jorge Casasnovas - Regionally we have to be strong. We cannot forget schools. We have the skillset here, we have great communication infrastructure. We have to be seen as a global player.

4) Competitive findings and goals

- Bruce Carlson: Healthcare cluster was missed. It is not developing as it should be. I think from a cluster standpoint, that should be a focus.
- Eric Knight: There is a lot of energy in that sector.
- Ted Carroll: On the talent pipeline goal, need to pay attention to the work that comes out of the ongoing knowledge corridor work.
- Chip Beckett: There are a lot of immigrants in the area. I think we could leverage our foreign immigrant community more in terms of trade, employment, and business services.
- Ted Carroll: University of Hartford has 25% of its student body that comes from other countries.
- Mark Scheinberg: The whole pipeline needs to take into consideration that the people in the future workforce may not be traditional workers.
- Paula Gilberto: A great addition would be someone from United Technologies. Largest workforce of Otis is in China. We need to address some of the issues they have in marketing themselves to potential employees. The pipeline has to be a dual strategy. Once folks get here, how do we retain them.
- Chip Beckett: Should we include Montreal in the discussion of connectedness?
- Tim Malone: Add needs of workers to the first goal.
- Tim Stewart: Some of the training programs that are really successful are the sort of non-traditional programs that are run by businesses.
- Bruce Carlson: I would add a bullet about having large company/small company partnerships.

5) Vibrant findings and goals

- Robin: I don't see attention paid to the public school system.
- Ted Carroll: We've been piloting a program to engage college students. Those who participate in the program are more likely to become ambassadors and stay in the area.
- Jorge Casasnovas: Having students around in urban areas will help. Need to look beyond high school. We need to create an urban area for kids to stay in Hartford. Housing is also very critical.
- Eric Knight: We should leverage the Innovation Places work to move this forward faster.

- Paula Gilberto: It is important for people to see other people out on the street at night, doing things and having fun. How to build upon the best of the nightlife. Hartford has significant cultural assets, but are they available to people at night?
- Jorge Casasnovas: In other urban areas, places have free Wi-Fi.
- Ted Carroll: Broadly speaking, we're not doing that much to market our region these days. It's not enough to create a vibrant region, people need to know more about it.
- Mark Scheinberg: Need to create a sense of emergency to get movement on fiscal issues. It's hard to do that and still be an ambassador for all the things we're doing right.
- Chelsea Burket: how to handle the K-12 system?
- Chip Beckett: K-12 has a huge problem because the suburbs are very oriented toward college. They really celebrate the academic successes, but they don't talk about anything else.
- Bruce Carlson: I'd structure a goal around Hartford being a place to grow your business. What do we need to do to make that happen? Education becomes a strategy within the goal.
- Mark Overmyer-Velazques: Need to think about how pre-k to 12 fits in the workforce pipeline.

6) Green findings and goals

- Mike Freimuth: Regarding energy, I'm hearing that issues are not just price but reliability.
- James Scannell: The green angle is important. It's really about infrastructure. I think that is the root of the issue. We'd love to do something with renewables, but we can't sell it back in Downtown Hartford.

The Meeting Adjourned at 11:05 AM