



Washington Economic Development Committee
Tues, Feb 11, 2020

Notes:

> A (The) New Senior Center – Update/Next Steps

Tony Bedini indicated the planning process is underway. He indicated the initial Stage is focused on the assessing the condition of the soil in Titus Park, the restrictions imposed by the designated floodplain and the access to water for drinking. Additionally, preliminary building specifications will be developed with location and parking decided. \$25,000 are available from the current Town Budget to funding these efforts.

> NOW Young Families – Update/Next Steps

Dan Sherr reported that \$6500 available in the WEDC 2019-2020 budget would be made available to advance the development of the NOW communications for the Spring 2020 testing effort.

> WEDC 2020 – 2021 Plan

Dan Sherr briefly reviewed the 2020-2021 Plan and indicated it had been presented to the Selectpersons and Town Financial Director. See the WEDC 2020-2021 Plan and funding request attachment below.

> Communications/SandorMax Performance

Julia Nable, Principal, SandorMax, provided the 2020/1 semi-annual report on the performance of the Town Communications Program. For report request from Dan Sherr, WEDC Volunteer, Coordinator.

> Washington Community Development Coordinator Position

Dan Sherr reviewed the conversation with the Selectpersons and Town Financial Director requesting funding for the recruitment and establishment of the Washington Community Development Coordinator for 2020 – 2021. See attachment below.

> WiFi in the Depot – Update/Plan

Jay Hubelbank reported that the contract with CEN is in place which allows the Town to rent internet access which in turn can be provided to the public without the public's ability to access Region #12's internet. Equipment has been purchased and the projection for internet service in the Depot is still scheduled for the end of February.



Washington Economic Development Plan and Funding Request – 2020 – 2021

Version 021120

Projects 2020 - 2021 (in priority)	Tasks	Calendar (FY Qtrs)	Funding/Comments
1) Advance the design and construction of the Washington Senior Center (2025) [Including consideration of a Town Social Center]	<ul style="list-style-type: none"> > Share the Adult Services Survey, secure feedback from the major adult shareholders > Develop a “High Level” plan and preliminary costs/funding requirements > Approach/communicate with the Community and major donors 	<ul style="list-style-type: none"> > 3Q/4Q 2019-2020 > 1Q/2Q 2020-2021 > 3Q/4Q 2020-2021 	<ul style="list-style-type: none"> > Ongoing > Primarily volunteers committees > Extensive use of Town communications > Survey on final plan, including community funding – CERC \$5K
2) Advance the near term (thru 2025) opportunity to attract young working families to Washington with the NOW Plan [No change to Zoning required]	<ul style="list-style-type: none"> > Assess the results from the NOW Mar – May 2020 “test” program (See Notes Oct , Nov, Dec WEDC Meeting) > [If test successful] Develop/ fund rollout of the NOW Young Working Families Plan 	<ul style="list-style-type: none"> > Rollout/ implement the NOW Plan – 2020 - 2021 	<ul style="list-style-type: none"> > Extensive use of Town communications Note: Incremental funding may be required?
3) Continue to improve/expand the targeting/ audience engagement with the Town’s print/social media to increase retail/non-profit economic support	<ul style="list-style-type: none"> > Continue to optimize the quarterly Town Newsletter to assure it accommodates all the Town organizations. > Monitor/report quarterly, audience engagement with ExploreWashingtonCT social media 	<ul style="list-style-type: none"> > Ongoing – 2020 - 2021 	<ul style="list-style-type: none"> > Town Newsletter - \$8K > Explore – Website, Social Media, e-Mail = \$32K
4) Develop/test co-working/incubator space for Washington – <i>Washington works</i>	<ul style="list-style-type: none"> > Confirm access to High Speed Internet in the Depot > Develop a revised Washington Co-working Space/HUB Plan for Washington > Assess Town interest (Link to co-working space in New Milford, Litchfield, Morris) 	<ul style="list-style-type: none"> > 3Q 2019-2020 > 3Q, 4Q 2019 – 2020 > 4Q 2019-2020 	<ul style="list-style-type: none"> > TBD > Survey community/weekenders – CERC - \$5k
5) Support recruiting and integrating a Community Development Coordinator	<ul style="list-style-type: none"> > Partner with the Planning Commission to establish the Director position with a job description, compensation package and recruiting process 	<ul style="list-style-type: none"> > 2Q, 3Q, 2019 – 2020 	In process
5) Support recruiting and integrating a Community Development Coordinator	<ul style="list-style-type: none"> > Partner with the Planning Commission to establish the Director position with a job description, compensation package and recruiting process > Develop and gain approval of the job description and compensation package > Post the position and interview candidates > Support integration of position into Planning and WEDC programs 	<ul style="list-style-type: none"> > 2Q, 3Q, 2019 – 2020 – 4Q 2019-2020 > 2020 - 2021 	In process
6) Conduct a survey/review to outline improved pedestrian and parking options for the Villages	<ul style="list-style-type: none"> > Develop an approach/process to define alternatives/plan for each Village > Request proposals/bids > Request/secure funding 	<ul style="list-style-type: none"> > 1Q, 2Q 2020-2021 > 3Q 2020-2021 > 4Q 2020 - 2021 	<ul style="list-style-type: none"> > Consultant – layout, design – Grants? > Contractor(s) – cost estimates
7) Support/advance Town and Regional Arts & Culture events for 2020 - 2021	<ul style="list-style-type: none"> > Support Colors 9 Town A&C Events Website 	<ul style="list-style-type: none"> > Ongoing 	<ul style="list-style-type: none"> > \$1750 Colors support > Support Town A&C Events with Town Communications
8) Continue to provide maintenance, e.g. Planters, picnic tables, and support for Arts & Culture and Event programming for 38 Bee Brook Park	<ul style="list-style-type: none"> > Support the “leading edge” Arts programming provided by the Booth’s > Assess opportunity for (electric) Bicycling Center at the Park 	<ul style="list-style-type: none"> > Ongoing 4Q 2019-2020 and the 2020-2021 Season > 3Q, 4Q 2019 - 2020 	<ul style="list-style-type: none"> > \$1.5K “Planter” funds > \$1.5K “Seed” funds for Bicycling Center
WEDC – 2020 – 2021 Budget		<ul style="list-style-type: none"> > Projects > Communications Total 	<ul style="list-style-type: none"> > \$15,000 > \$40,000 \$55,000

Washington Community Development Coordinator

Request for Funding – 2020-2021

This recommends the establishment of a line item in the 2020 – 2021 Washington Town budget to fund the position of Washington Community Development Coordinator.

The position will advance and implement the decennial 2014 Washington Plan of Conservation and Development (POCD) and the annual plan of the Washington Economic and Community Development (WECD) Committee.

This is a consulting position at \$35.00 per hour with 4 days a week scheduled (\$54,600 annually). It is not a Washington Town staff position. A supplemental budget of \$5,000 will be provided to cover mileage, a computer and a phone.

The position will report to the First Selectman.

WASHINGTON CT COMMUNITY DEVELOPMENT COORDINATOR (4)

PURPOSE OF POSITION

The Washington CT Community Development Coordinator, coordinates the activities and implements programs that advance the community development and economic vitality of the Town.

She/he is responsible for the development, conduct, execution and documentation of the annual Washington Community Development Plan.

The Coordinator guides the supporting organizations based on objectives/ goals/ performance metrics of the annually approved action plan.

The Washington Community Development Director reports to the First Selectman.

MAJOR RESPONSIBILITIES

[1] Develop the strategies that fully utilize the Town's human, economic and natural resources to advance the Town's economic and community vitality.

[2] Develop the annual action plan with a focus on organization, coordination, and communications.

[3] Recruit and engage persons and groups from the community to advance the annual Washington Economic and Community Development Plan.

[4] Administer the Washington Annual Economic Community Development Program, including annual plan/budget development, contracting with consultants, accounting and reporting. Prepare requests to funding organizations and agencies. Supervise and integrate the work of consultants.

[5] Build on-going working relationships with supportive regional and state organizations.

[6] Implement communications, including periodic updates, that keep the community fully engaged in Washington's Economic Development and Community Programming.

PRIOR EXPERIENCE

- > Advancing social and/or economic programs in smaller New England communities (10K or less population).
- > Facilitating "community conversations".
- > Working with smaller nonprofits - annual budgets of \$1MM or less.
- > A hands-on work-style particularly implementing approved projects/programs.
- > A working familiarity with Main Street and PlaceMaking approaches particularly tracking/reporting progress to permit comparative performance documentation and evaluation.

Note: With a longstanding tradition of Arts & Culture, Washington is an affluent rural community of 3500 an hour and a half from Manhattan in the NW Corner of Connecticut.