



Washington Economic Development Committee  
Tues, Nov 12, 2019

**Notes:**

> Wi-Fi in the Depot

Mark Lyon reviewed progress, reporting that the sending station in the R12 Central Office (WPS) and the receiving station in the Town Hall had been installed. Testing will begin Nov 18<sup>th</sup> with the expectation of Depot access by early December. Michael Jackson inquired as to how the service was being funded. Dan Sherr indicated the capital costs and the first two years of fees were being provided by the Town with the expectation of community support by the end of the second year.

> Young Families – Update/Next Steps

Michael Jackson reported NOW Committee met and the consensus is that this far more complicated than originally thought. There is adequate housing stock available priced for young families but the condition and funding options challenge the actual purchase. Julie King, a member of NOW has developed a plan that will be supported by the Town Communications Team (SandorMax) to measure Young Families interest in Washington during the 2020 Selling Season.

> Adult Services

Dan Sherr reported that he and Tony Bedini will be meeting with the Senior Center Advisors Thurs Nov 19<sup>th</sup> to update them on the Adult Services Survey recently completed and options for an improved Town Senior Center. See the attached.

> Zoning – Overlays in the Villages

Wayne Hileman introduced the WEDC to Overlay Zoning, explaining it was intended to permit increased housing density in the Town Villages while maintaining the basic rules of zoning for housing. The intent of this review was to support both the Young Families and Senior housing options. See the attached.

> Washington Economic Community Development Director – Job Description

At the Oct WEDC meeting, the mid-term review of the 2014 POCD urged the consideration of an Economic Development Director position. Dan Sherr provided a draft job description for discussion/consideration at the Dec 2019 meeting. Alternative approaches were discussed including the way in which the WEDC functions, e.g., sub-committees. See the attached.

## Washington Adult Services Survey Internet & Postal/Print

Profile	Internet	Postal/Print
<b>Survey Response</b>	<b>33% [331]</b>	<b>2% [44]</b>
<b>Age</b>		
< 60	30%	9%
60 - 69	28	32
70 - 79	30	34
80 & >	12	25
<b>ZIP Code</b>		
- Washington	83%	95%
- New York/Other	8	5
<b>Own Home</b>	91%	95%
<b>Drive</b>	99%	97%
<b>Care Giver</b>	11%	5%

## Adult Services Survey – Top Five Needs

### Survey – Internet

Adult Services – Daily Needs	Town Senior Services	< 60	60 - 69	70 - 79	80 >	Have Access
<b>Percent of Responders</b>		30%	28	30	12	
<b>A. Adult benefit and service information</b>	X	7	5	6	3	58%
<b>E. Safety</b> in the home and community		5	1	1	4	76
<b>G. Activities and services to enhance fitness, health and mental health</b>	X	2	4	4	2	65
<b>K. Outreach to isolated</b> or homebound seniors		4	2	2	1	31
<b>M. Benches, parks, walkable areas and other physical assets</b>		1	3	3	7	73%

### Survey – Postal

Adult Services – Daily Needs	Town Senior Services	Yes	Have Access
<b>A. Adult benefit and service information</b>	X	5	80%
<b>B. Accessible, affordable, convenient transportation</b>		3	63
<b>C. Appropriate and affordable housing</b>		1	60
<b>D. Chore, home services and home maintenance programs</b>		2	57
<b>E. Safety</b> in the home and community		4	80

## Updating the Washington Senior Center

### Guidance:

- > Leverage existing publicly available properties; avoid, if possible, investment in land for Center.
- > Private public funding, not public private funding; accelerate/manage construction timeline.

### Alternatives Considered:

- > **Bee Brook Road alongside the Firehouse – Community Center – 8,000 sq. ft.**
  - Steep Rock, Town owned
  - Floodplain, Rte 47 Right of Way/DOT
  - Parking in Floodplain
  - No direct access to shopping/banking/post office/Town offices
  - \$2.4M – 3.0M (w/o furnishing)
- > **Titus Park – Social Center – 4,000 sq. ft.**
  - Town owned
  - Floodplain
  - Challenging walkability; limited access to shopping/banking/post office/Town offices
  - \$1.5M – 2.0M (w/o furnishings)
  - Opportunity for adjoining seniors housing
- **Bryan Plaza – Senior Center – Expand to 2,500 sq. ft.**
  - Town owned; “shared” with Legion
  - Consider tear-down to replace foundation and (re)finish lower level
  - Extensive renovation of the site including parking, access for adjoining properties and Canoe Brook retaining wall.
  - Direct access to shopping/banking/post office/Town offices.
  - \$1.65M – 2.5M (w/o furnishings)

### Furnishings – Certified Kitchen???



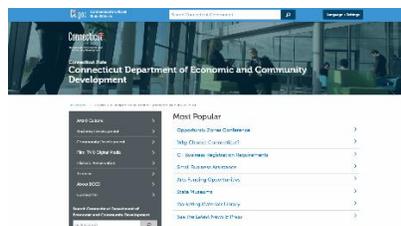
# Washington Economic and Community Development Director Position

## Guidance: Connecticut Main Street – Position and Processes



### Phases of Program Development – Washington Economic and Community Development at Transition from Catalyst to Growth

	<b>CATALYST</b>	<b>GROWTH</b>	<b>MANAGEMENT</b>
<b>Duration</b>	Years 1-3	Years 4-15	Ongoing
<b>Primary Tasks</b>	Learning basic skills Building partnerships and a strong volunteer base Achieving some highly visible successes	Developing and implementing a comprehensive economic development strategy	Ensuring that businesses adapt to changes in the marketplace Maintaining physical infrastructure Monitoring the downtown's marketing strategies Keeping potential threats to the district's vitality in check
<b>Work Plans</b>	Basic Crisis/project-oriented	Strategic Long-term Broad in scope	Strategic Long-term Integrated
<b>Funding</b>	Short-term Based on initial pledges from: Local government Property and business owners Financial institutions Corporations Private individuals  Based on good faith and commitment to vision	Based on: Commitment to well-defined program goals and objectives Track record Demonstrated return on investment Stabilized annual revenue projections Multiple funding sources Some sustainable funding patterns beginning to develop	Long-term Sustainable





## WASHINGTON CT ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR

### PURPOSE OF POSITION

The Washington CT Economic and Community Development Director, guided by the decennial Town Plan of Conservation and Development (POCD), coordinates activities and implements programs that advance the economic vitality and community development of the Town with appropriate attention to historic preservation. In addition, the Director guides the supporting organizations as the objectives/ goals/ performance metrics for the POCD evolve.

She/he is responsible for the development, conduct, execution and documentation of the Washington Economic and Social Development Program. The Director is responsible for coordinating the annual program activities and volunteers, as well as representing the community regionally as appropriate.

The Washington Economic Development Director reports to the First Selectman.

### MAJOR RESPONSIBILITIES

The core tasks of the Economic and Community Development Director:

[1] Develop, in conjunction with the Washington Planning Commission (POCD), strategies to advance the Town's economic and social well-being that utilize the community's human and economic resources while preserving Washington's historic traditions.

[2] Develop an annual action plan for implementing the Program with a focus on organization; coordination; promotion and communications.

[3] Recruit and engage persons and groups directly and indirectly from the community in advancing the annual Washington Economic Development Plan.

[4] Administer the Washington Annual Economic 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 community updates, that keep the Washington Economic Development Program in the public eye.

### PRIOR EXPERIENCE

Demonstrated experience:

- > advancing social and/or economic programs in smaller New England communities (10K or less population).
- > facilitating "community conversations" and presenting community projects.
- > with nonprofits with annual budgets of \$1MM or less.
- > with 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 evaluation.