



# Town of Colchester, Connecticut

127 Norwich Avenue, Colchester, Connecticut 06415

Board of Selectmen Minutes  
Regular Meeting Minutes  
Thursday, August 18, 2016  
Colchester Town Hall @7pm

**MEMBERS PRESENT:** First Selectman Art Shilosky, Selectman Rosemary Coyle, Selectman Denise Mizla, Selectman John Jones and Selectman Stan Soby via teleconference

**MEMBERS ABSENT:** none

**OTHERS PRESENT:** Town Planner R Benson, Wetlands Officer J Gigglioti, Town Clerk G Furman, Sgt Martínez, Officer Goss, R Parlee, S Carron, J Cameron, N Reardon, J Ford, J Walsh, S Brown, T Falcone and Clerk T. Dean

**1. Call to Order**

A Shilosky called the meeting to order at 7:01 p.m.

**2. Additions to the Agenda**

A Shilosky asked that the following be deleted; Item #12 Discussion and Possible Action on Zumba Gold Instructor and #13 Discussion and Possible Action on Zumba Gold Toning Instructor Contract, renumber remaining items.

R Coyle moved to delete items from the agenda as presented, seconded by D Mizla. Unanimously approved. MOTION CARRIED.

**3. Approve Minutes of the August 4, 2016 Board of Selectmen Meeting**

J Jones moved to approve the Regular Board of Selectmen meeting minutes of August 4, 2016, seconded by R Coyle. Unanimously approved. MOTION CARRIED.

**4. Citizen's Comments – none**

**5. Presentation of Ballistic Vest and Badge to Police K9 Josie**

Colchester Rotarian Nicole Reardon presented the ballistic vest to Josie. She thanked John Gagnon Pet Resort for their matching donation. The Rotary was also able to purchase a safe for the police cruiser. Artist J Cameron presented a painted picture to Officer Goss.

**6. Presentation by Economic Development Commission Regarding Facebook and Website Management Plan**

J Ford and S Brown from the EDC used a powerpoint presentation to show the research results for a website plan for the EDC (attached). The Board asked clarification on the 30-day display ad section and the management of data on a regular basis. R Coyle stated that that a plan will need to be put in place and be specific, clear and concise. S Soby stated there would need to be a sound framework in place, and the Board can provide feedback as necessary. The Board agreed to let the EDC move forward to do more research.

**7. Boards and Commissions – Interviews and/or Possible Appointments and Resignations**

**a. Police Commission**

**1. Resignation of Jeannette Langdon**

R Coyle moved to accept the resignation, with regret, of Jeannette Langdon from the Police Commission, seconded by J Jones. Unanimously approved. MOTION CARRIED.

S Soby stated that Jeannette has been a very dedicated and committed member, and her resignation is a loss to the commission.

**2. Carol Vaillancourt to be interviewed – was interviewed**

**8. Budget Transfers**

R Coyle moved to approve the block of transfers as presented, seconded by D Mizla. Unanimously approved. MOTION CARRIED.

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**9. Tax Refunds & Rebates**

S Soby moved to approve tax refund in the amount of \$49.98 to Benjamin Rafala, \$22.84 to Wayne Campbell, \$45.44 to Robert and Anna Vinickas, \$9.27 to Brendan Fiala, \$9.24 to Stephen Miner, \$32.05 to John Bogush, \$84.75 to Honda Lease Trust, \$120.15 to Richard or Micheline Squires, \$28.24 to Rossi Law Offices LTD, \$72.40 to Rossi Law Offices LTD, \$12.13 to Rossi Law Offices LTD, \$48.41 to Rossi Law Offices LTD, \$120.89 Rossi Law Offices LTD, \$9.94 to Debra Jesse Nelson, and \$11.90 to Mark and Rosemary Bosse, seconded by R Coyle. Unanimously approved. MOTION CARRIED

**10. Discussion and Possible Action on Board of Selectmen Bylaws Regarding Citizens Comments**

Board discussed changes recommended by R Coyle and S Soby regarding section 3 for powerpoint and section 1 regarding time limits. Will review changes at the next meeting and vote. NO ACTION

**11. Discussion and Possible Action on Sending Purchase of 95 Norwich Ave Proposal to Town Meeting and Referendum**

R Coyle moved to resolve that the Board of Selectmen recommend that the resolution approved at the April 7, 2016 Board of Selectmen meeting to purchase the property at 95 Norwich Avenue in Colchester move to a Special Town Meeting to be held at Town Hall, 127 Norwich Avenue in the Town of Colchester, Connecticut, on August 31, 2016, at 7:00 p.m., and acted upon at referendum to be held on Tuesday, September 13, 2016 between the hours of 6:00 a.m. and 8:00 p.m. Further resolved, that the aforesaid resolution shall be placed upon the paper ballots or voting machines under the following heading: "SHALL THE TOWN OF COLCHESTER PURCHASE PROPERTY LOCATED AT 95 NORWICH AVENUE, COLCHESTER, APPROPRIATE \$283,240 FOR THE PURCHASE AND FINANCE SAID PURCHASE FROM THE UNASSIGNED FUND BALANCE OF THE TOWN'S GENERAL FUND?" Electors and persons qualified to vote in town meetings who are not electors will vote at the following polling place: Colchester Town Hall, 127 Norwich Avenue in Colchester, seconded by J Jones. Unanimously approved. MOTION CARRIED.

**12. Citizens Comments – none**

**13. First Selectman's Report – none**

**14. Liaison Reports**

S Soby reported on Sewer & Water – Quorum issues on the commission. Drought conditions being discussed and advised to the public.

Planning & Zoning – Did not meet for hearing as applicant did not respond to staff's questions.

R Coyle reported on Senior Center subcommittee – last meeting for Senior Center purchase held on 8/10 at Town Hall. Commission on Aging – Raising money to do projects and get speakers for programs. New bus not delivered yet due to wheel chair lift issues. Stats read (attached)

Fire Dept. – Met with Dave Martin and Chief Cox to discuss abatements for retirees.

Open Space – Looking at the process to develop greenway. Looking at extension to 8 mile greenway. Prioritizing open space parcels.

Building Committee – workshop on 8/18. First Selectman and Superintendent asked for workshop to be cancelled due to BOS meeting conflict.

**15. Adjourn**

J Jones moved to adjourn at 8:13 p.m., seconded by R Coyle. Unanimously approved. MOTION CARRIED.

Attachment: Facebook and EDC Website Management Plan  
COA Meeting

Respectfully submitted,

Tricia Dean, Clerk

## Facebook and EDC Website Management Plan

The following approach to the development of a Website and related Facebook Page is proposed by the Economic Development Commission in accordance with the request of the Board of Selectmen.

### Purpose and Intent.

It is the intention of the Economic Development Commission to implement a Social Media tool to assist the Commission in its efforts to benefit businesses new and old in Colchester. To achieve this goal the EDC proposes to establish a Facebook Page and related Website separate but associated with the Town Website.

### Structure

The Plan of the EDC is to develop and publish a Website and Facebook Page to promote business activity in Colchester and to offer one place where individuals and businesses can promote their services, where developers can identify their projects and opportunities and where those who are seeking to do or locate a business in Colchester will have on comprehensive resource to guide them.

#### Web site.

This feature of the program will have content including but not limited to:

1. Welcome and introduction to Colchester
2. Demographic Info in a Developers interest page
3. A feature allowing existing and new businesses to occupy a page displaying their offerings for a 30-day period.
4. A feature showing a map of Colchester with businesses and development sites along with contact information
5. A feature which describes the ways in which the EDC can assist business.
6. Links to the Town Website
7. Links to important development agencies

#### Facebook Page

This feature will be A social Media page which will have ongoing discussions of Commercial opportunities in our town.

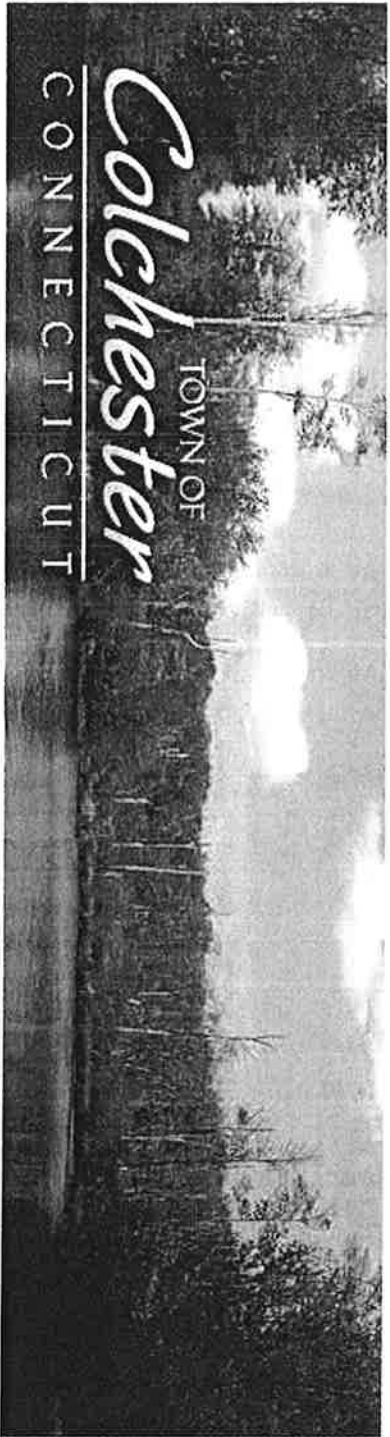
Information on the EDC and how to get in touch with us.

News and info on items of interest to the public on the business sector

Links to the town website and EDC website.

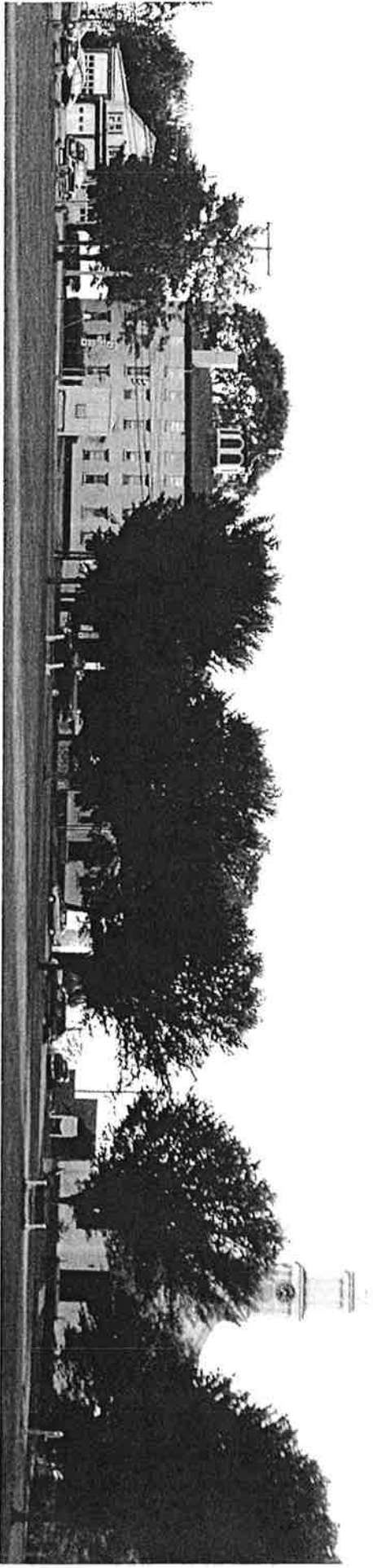
## Management Plan

1. The EDC has several members and volunteers who have experience in programming and developing this media. The Social Media offerings will be developed within this setting
2. The medial items will be compliant with the Social Medial Policy of the Town. The sole \ exception will be that the EDC offerings will seek to engage commerce as this this the intention of the EDC.
3. As the site is developed it will not be published to the web until approved by the EDC at a meeting convened for that purpose. Final approval of the site will be sought from the Board of Selectmen or its designate.
4. The Web Site will accept material for the business information section from new or existing businesses and shall post on a first come first serve basis.
5. The EDC will establish a subcommittee of its members to manage the design and development of the Website and Facebook page.
6. The EDC will in consultation with the Board of Selectmen identify domain names for the Web site , Facebook page and Colchester Grows email site.
7. It is understood that the website and Facebook page need to be monitored on daily basis. To facilitate this task the EDC will establish a Media subcommittee consisting of the Chairman and two other members approved by the commission. This subcommittee will monitor the social media and be empowered to respond to inquiries in compliance with Colchester Social Medial Policy.



# *Summary of Website Research for the Economic Development Commission*

Prepared by Stacey Brown, Member  
June, 2016

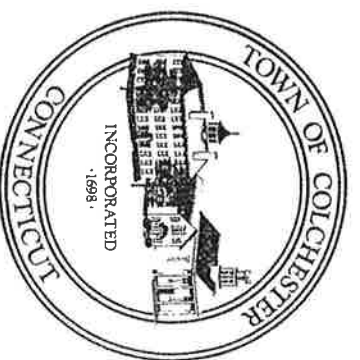


# Town Website

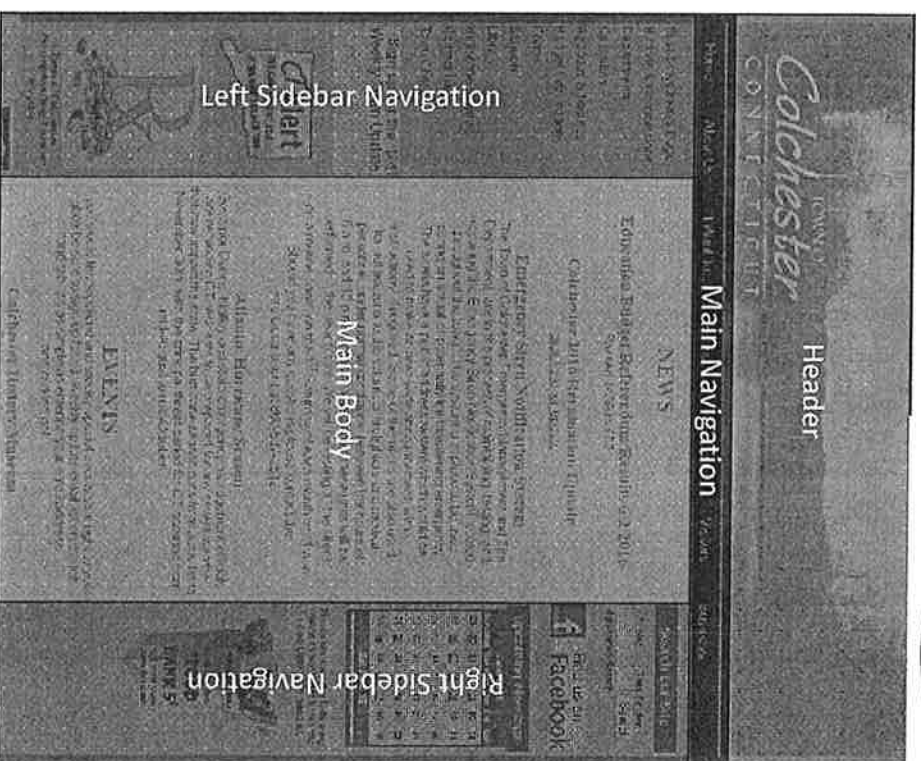


- Virtual Towns & Schools (VTS)
  - VTS is a MA based company servicing the town website
  - VTS specializes in municipal websites, with best practices for economic development
- Underlying technology is all open-source
  - Drupal is on an open-sourced web content management platform called Drupal, which is written in PHP
  - Platform used by millions of websites and contributed to by thousands of developers worldwide
- Website Governance
  - The town has 7 named-user licenses that allow for administration of the website
  - Executive Assistant Tricia manages the “keys” to the website
    - Permissions are given to department heads only
    - Most-likely person who manages overall taxonomy of the website

# Webpage Template



- The town website uses an “inside-the-box” template for its design
- This is a common format for website
  - An image header
  - Main navigation at top
  - Sidebar navigation at the left and right sides
  - Main page content in the center, which can expand as content is added
- Other options are possible
  - We can work with VTS
  - We can look at outside options





# Current EDC Website

- The EDC website has a similar look and feel to the town website
  - Not really a “website” – it’s a “webpage”
- Information available includes:
  - Contact info
  - Meeting info (dates, agendas, minutes)
  - Various links
  - Members & meeting attendees
- Town website navigation has links that are of interest to the EDC under “Business”
  - List of vacant buildings (from 2013)
  - “Economic Development Coordinator”
  - TIP, Demographics, Wetlands maps
  - EDC webpage and CBA websites
  - Permits & Applications
  - RFP/RFQ and Energize CT
- Other CT towns use VTS and the same design concept
  - Salem
  - East Hampton
  - Old Saybrook
  - North Stonington

**TOWN OF Colchester CONNECTICUT**

Home | About Us | Services | Residents | Business

**Economic Development Commission**  
Patricia French, Verelle

**Contact:** **Rodell Benson**  
Economic Development Director  
Town Planner  
Address: 127 Norwich Avenue  
Colchester, CT 06415  
Phone: (860) 537-7282  
Fax: (860) 537-7287

**Meeting Dates:** 3rd Monday of each month at 7:00 p.m. unless otherwise posted at the Town Clerk's office. Held at Town Hall.

**Additional Links:** **Meeting Minutes**

**2016 Meeting Schedule**

2016 Meeting Schedule	Colchester Agricultural Study
12/14/2016	December 2016
1/11/2017	January 2017
2/8/2017	February 2017
3/7/2017	March 2017
4/4/2017	April 2017
5/2/2017	May 2017
5/30/2017	June 2017
6/27/2017	July 2017
7/25/2017	August 2017
8/22/2017	September 2017
9/19/2017	October 2017
10/16/2017	November 2017
11/13/2017	December 2017

**Commission Members**

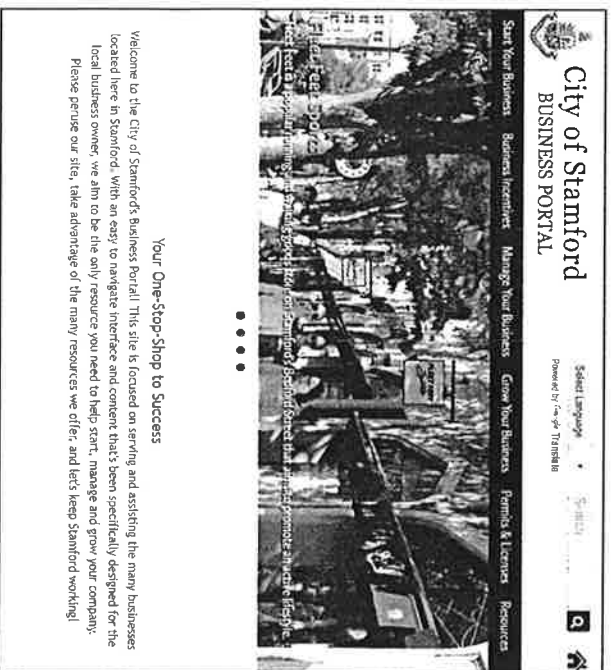
Name	Title	Term Ending Date
Janeer Ford	Chair	10/31/2018
VACANT		
John Dion	Member	12/31/2017
Bryce Fee	Member	10/31/2019
VACANT		
Bryce Goldstein	Member	10/1/2018
Sassy Brown	Member	10/31/2019
Jean Walsh	Member	10/31/2020
VACANT		
VACANT	Alternate	10/31/2019

**Additional Attendees**

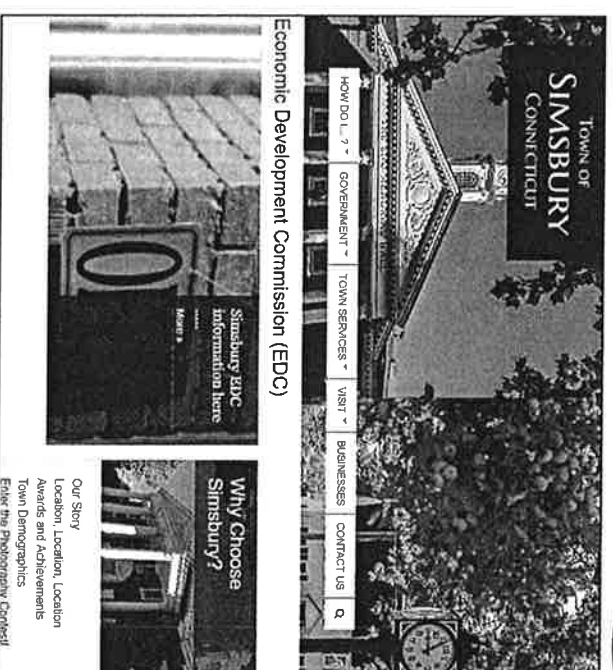
Name	Title
Town Planner	Town Planner



# Other VTS Clients in CT

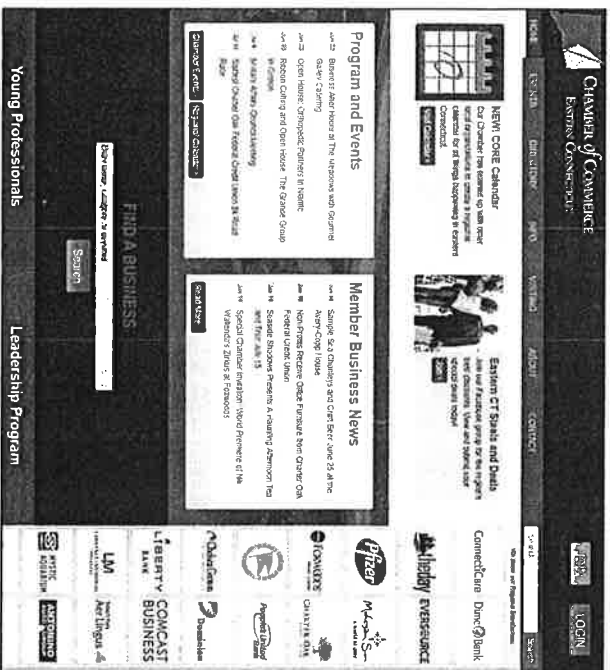


- Stamford EDC Business Portal is distinguished in design and content
- Rich navigation designed to help entrepreneurs accomplish tasks needed to create, grow, permit, and manage a business
- The website has links to many valuable resources
- Each type of business has a guide describing the process to follow, with links to related documents and required permits

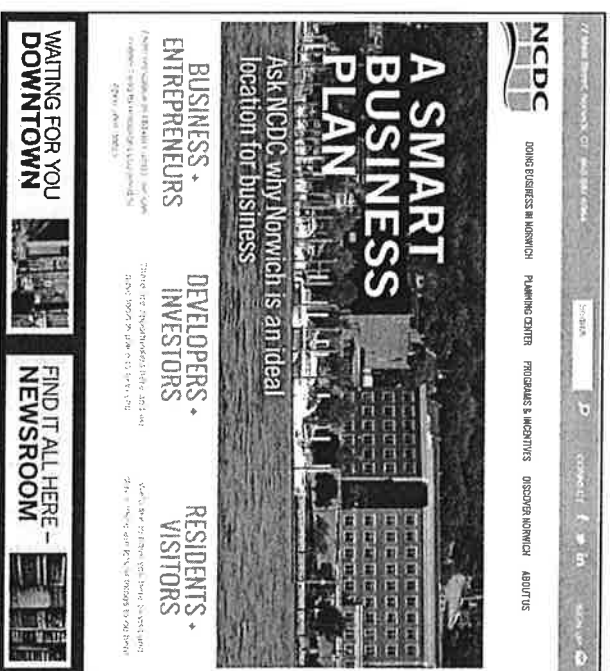


- Simsbury EDC also has a portal
- Images and graphics make the site more lively
- Right from the EDC homepage, it is easy to find opportunities and project activity
- The homepage is an aggregator of various other resources such as the business resource center in the library, the Chamber of Commerce, and links to apply online for permits

# Other Websites in CT



- The Chamber of Commerce Eastern CT site targets its members, but also promotes Eastern CT through its visiting section
- The home page is clean and promotes area events, businesses, networking and leadership development
- A section called “Steals and Deals” helps local businesses create special discounts and promotions through the website
- The business directory is organized by category and not limited to searching by business name – helpful when someone knows what they want but does not know who to search for



- Norwich does not have an EDC, they have the Norwich Community Development Corporation (NCDC) for economic development issues
- NCDC has its own portal and right from the homepage, they begin to target content toward specific audiences – entrepreneurs, developers, and visitors
- The NCDC is also rich in content, providing access to revitalization programs, incentive programs, and information about property development
- A link to CT Economic Resource Center (CERC) site finder tool allows owners to list properties and developers to search for opportunities

# Current EDC Website Goals & Ideas



- Develop a website to help improve the local economy by promoting new and existing business, while helping developers gain access to opportunities and resources
- The website will have content including but not limited to:
  - Welcome and introduction to Colchester
  - Demographic Info in a Developers interest page
  - A feature allowing existing and new businesses to occupy a page displaying their offerings for a 30-day period.
  - A feature showing a map of Colchester with businesses and development sites along with contact information
  - A feature which describes the ways in which the EDC can assist business.
  - Links to the Town Website
  - Links to important development agencies

# Recommendations and Possible Next Steps



- Differentiate from area towns
- Conduct a workshop to define our goals
- Meet with VTS
  - Discuss our goals, hear their recommendations
  - Be careful not to go into a broader town website initiative
  - Use a pilot approach if needed
- Meet with others
  - CivicPlus - KS based company, Norwich is a client
  - Vision Internet – CA based company, Glastonbury is a client
  - Gov Office - MIN based company Bolton is a client
- Get a key to our own section in the Town website
  - Need to understand if there are costs involved – who can answer this question?
  - Control & governance – can we be empowered to manage our own website, and if not, what is the review process?

## COA Meeting-August 8, 2016

Thank you for your generous donation of a raffle basket to support the Golf Tournament

Not too late to purchase tickets for the banquet or register to golf!

Senior Center Subcommittee has had a number of Q&A formats throughout town, with a special focus on senior/congregate living-one scheduled for 8/9 at North Woods and 8/10 at Town Hall. Anticipate referendum vote on September 13. Letter to the Editor from COA would be great, in support of this vote.

The Enhanced Benefits Checkup program through Senior Resources has been eliminated due to budget cuts. It will run through the end of September, but was not renewed for the new FY. This is unfortunate, as Colchester was one of the busiest sites and made great use of this resource. Social Services, CSC and Senior Resources will continue to meet clients' needs.

We have a new flat screen TV, purchased with fundraising proceeds. It is a "smart TV" and can live stream from the internet, has HDMI, USB and Ethernet hookups and greatly increases our programming capabilities. Our Wii bowlers really like it and it will be great for screening movies, as well as guest lectures and more.

Full Time Driver, Louise Plocharczyk has announced her intention to retire after 34 years of service to the seniors of this community. We will be having a party to send her into retirement in style. I would love for the COA to recognize her in some way and do a presentation at her party on September 2<sup>nd</sup>. We are currently recruiting to fill the position.

MSC Annual Renewals are going well. Process was to create a spreadsheet of sign up dates, from that a group is created on MSC and a robo-call can go out to everyone due for renewal. Each week the list is updated to reflect the people who have renewed their membership and on Monday another robo-call goes out. At the end of the month, any members who have not responded are placed on a list to be contacted by a Volunteer receptionist. Working well, we renewed 174 people out of 239 due in July. In August there are only 68 due for renewal so it should become easier.

### Programs:

- I Can't Remember-When Forgetfulness Becomes Serious) 8/9
- 3<sup>rd</sup> Annual CSC Golf Tourney 8/12 & 13
- Trip Presentation for Steamboatin' on the Mississippi 8/15
- USO Show & Luncheon 8/16
- Insurance Lunch & Learn with Liberty Mutual 8/22
- Keys to Consider: Dementia & Driving 8/24
- Denim & Diamonds Regional Event @ Port 'n Starboard 9/30

**Upcoming Trips:** Becky sent out a Survey Monkey (electronic survey) and got a great response rate to plan 2017 trips & travel, some of which have already been booked

- Foxwoods Casino bus share with Hebron 9/28
- Newport Playhouse 10/3 (last call)
- Plimouth Plantation (limited seating) 11/15
- Chasing Rainbows at the Goodspeed 11/21
- Overnight -Middlebury Christmas (Middlebury, VT) 12-7-9
- Steamboatin' of the Mississippi 3/19-3/27, 2017
- Springtime Tulip River Cruise 4/6-14, 2017

### Attendance & Meals Served:

- Meals served in June: Bistro & Special Meals: 64 Community Café: 128 MOW: 606
- Monthly Transports in July: 986
- Monthly Attendance in July: 1281 in 20 days
- Active membership in July- 973