



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Economic Development Work Group

Tuesday, January 8, 2019

5:00pm

Main Meeting Room, Town Hall, 933 Hopmeadow Street

REGULAR MEETING AGENDA

Call to Order

- 1) EDC Resignation and Discussion of Member Appointment
- 2) Draft Social Media Policy
- 3) Minutes
 - a) November 6, 2018

Adjournment



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ECONOMIC DEVELOPMENT WORK GROUP MEETING AGENDA SUBMISSION FORM

1. **Title of Submission:** EDC Resignation and Discussion of Member Appointment

2. **Date of Board Meeting:** January 8, 2019

3. **Individual or Entity Making the Submission:**
Maria E. Capriola, Town Manager

4. **Action Requested of the Work Group:**
Due to the resignation of Lori Feldman from the EDC, the Work Group needs to determine if you wish to proceed with a candidate previously interviewed, or to recruit additional candidates for consideration.

5. **Summary of Submission:**
Lori Feldman has regrettably resigned from the Economic Development Commission due to health reasons. Ms. Feldman's term was set to expire on October 10, 2020; the person ultimately appointed to fill her vacancy will have the same term expiration date.

Per Town Charter, the person appointed by the Board of Selectmen to fill Ms. Feldman's seat must be from the same political party, in this case a Democrat; legal counsel has confirmed this. Attached to this memo is a list of Democrats who were interviewed but not selected during the EDC recruitment process this fall.

Ms. Feldman's expertise was in marketing, communications and public relations. Of the desired skill sets for EDC members, a member with land use experience was not found. Based on the attached membership policy resolution, ideally a replacement for Ms. Feldman should have expertise in marketing, communications and public relations or in land use or architecture.

If directed by the Work Group, staff can post the vacancy to generate interest from additional candidates with a background in marketing, public relations, communication, land use, or architecture.

6. **Financial Impact:**
None

7. **Description of Documents Included with Submission:**
a) Adopted EDC Membership Policy Resolution
b) EDC Applicants (D) Interviewed, But Not Selected

Economic Development Commission Membership Policy Resolution

Move effective, August 13, 2018 to establish the desired skill sets and qualifications for the seven (7) Economic Development Commission membership slots as follows:

- (1) Member representing the Simsbury development community, commercial or residential
- (3) Members representing the Simsbury business community
- (1) Member with land use or architectural expertise
- (1) Member with marketing, public relations, or communications expertise
- (1) Member with tourism expertise

The intent of the Board is to fill the seven (7) membership slots with individuals possessing the identified skill sets and qualifications. If however, the Board is unsuccessful in identifying a qualified individual(s) to fulfill one or more of the membership slots, the Board of Selectmen may consider and appoint an individual(s) that possesses any of the desired skill sets identified above. No more than five (5) of the seven (7) members can be from the same political party.

Further move to establish three (3) Economic Development Commission ex-officio membership slots, in addition to the Town Manager as established by ordinance:

- (1) Member of the Board of Selectmen (liaison)
- (1) Member of the Planning Commission
- (1) Member of the Zoning Commission

The Board of Selectmen reserves the right to amend this resolution as necessary to modify membership qualifications for both regular and ex-officio members.

Last Name	First Name	Possible Membership Slot	Party Affiliation	Interview Status	Notes
Frank	Thomas	Business community	D	Interviewed	teaches/taught marketing and entrepreneurship at colleges and universities in US and Europe, Currently at CCSU and Uhart
Moore	David		D	Interviewed	former vice-chair of old EDC, part of process to recommend how new EDC could be formed, Attorney-Mediator at a law office
Sawyer	Robert		D	Interviewed	Real estate agent for only commercial work, owns a business that has been operated for 40+ years



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ECONOMIC DEVELOPMENT COMMISSION MEETING AGENDA SUBMISSION FORM

1. **Title of Submission:** Updated Draft of Proposed Social Media and Website Use Policy
2. **Date of Board Meeting:** January 8, 2019
3. **Individual or Entity Making the Submission:**
Maria E. Capriola, Town Manager; Melissa Appleby, Deputy Town Manager
4. **Action Requested of the Economic Development Commission:**
If the Work Group is prepared to forward this Policy to the Board of Selectmen for consideration, the following suggested motion is in order:

Move, effective January 8, 2019, to recommend the proposed Social Media and Website Use Policy to the Board of Selectmen.

Further move to recommend, that prior to adopting the Policy, the Board of Selectmen refer the Policy to the Technology Task Force and other advisory and/or elected bodies that have an existing social media or web presence.

5. **Summary of Submission:**

Over the summer, the Economic Development Work Group discussed the concept of a Social Media Policy. This proposed (new) Social Media and Website Use Policy attempts to establish standards and procedures for the creation of social media and website accounts for the Town of Simsbury. Attached please find a revised draft Social Media and Website Use Policy.

Since this item was last discussed staff has completed the following:

- Consulted with the Town Attorney to ensure the policy doesn't infringe upon first amendment rights (free speech)
- Consulted with the Town Attorney regarding whether or not the Board of Selectmen has the authority to authorize the creation or deletion of social media accounts and websites for other Town elected bodies, or to govern their content
- Consulted with Labor Counsel regarding any potential collective bargaining implications (i.e. mandatory v. permissive subject of bargaining)
- Collected feedback from department heads regarding the draft Policy

If the Work Group is comfortable with this version of the Policy, staff will consult with union leadership to identify any concerns that may exist with the proposed policy. Once a final draft is prepared, the Work Group may want to report back to the full Board of Selectmen as well as recommend referrals to Technology Task Force and advisory and/or elected bodies that have an existing social media or web presence.

Pursuant to Section 2 of the Town's Personnel Rules and Regulations, administrative and personnel policies are adopted by resolution of the Board of Selectmen and the Town Manager is responsible for execution and implementation. If adopted, this Policy will be made available to Town employees, boards, commissions, and committees.

6. Financial Impact:

None

7. Description of Documents Included with Submission:

a) Revised Draft Social Media Policy



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TOWN OF SIMSBURY SOCIAL MEDIA AND WEBSITE USE POLICY

Adopted by the Simsbury Board of Selectmen on INSERT DATE, 2019

I. Purpose

The purpose of this policy is to provide standards and procedures for the establishment and appropriate use of Town of Simsbury social media and website accounts.

Social media and website accounts ~~is to~~ may serve as a mechanism for authorized Town employees and officials to disseminate information and communicate with members of the public regarding official town business and public service announcements. The Town recognizes that social media is an evolving communications tool with new resources constantly emerging and becoming available.

II. Applicability

This policy applies to all Town employees, elected officials, and appointed officials, whether paid or unpaid, and covers the use of all Town information technology resources and online platforms.

III. Effective Date

This policy shall remain in effect until revised or rescinded. The Town reserves the right to amend this policy as necessary.

IV. Policy

The Town of Simsbury's social media outlets and websites shall serve primarily to disseminate information from the Town and communicate with members of the public regarding official Town business. Examples include but are not limited to: Town meetings, public hearings, and information sessions; activities, events or programs sponsored or co-sponsored by the Town; Town programs, services, and projects; forms; fees; policies; and topical or seasonal Town issues. The Town's social media accounts are not intended to serve as public fora. The Town's official website (www.simsbury-ct.gov), and any other domains owned by the Town, will remain the Town's primary method of internet communication.

V. Account Management

- A. Town Departments.** Social media accounts and websites established by Town departments are subject to approval by the Town Manager or his/her designee. Department directors will be responsible for managing the content and upkeep of any social media accounts and websites they create. The Town Manager or his/her designee

has the discretion and authority to eliminate, disable, or suspend the use of social media accounts and websites by Town departments.

B. Elected and Appointed Bodies. Social media accounts and websites established by elected and appointed bodies are subject to approval by the Board of Selectmen. Department directors will be responsible for managing the content and upkeep of any elected and appointed bodies' social media accounts and websites they are assigned to by the Town Manager or his/her designee. The Board of Selectmen may eliminate, disable, or suspend the use of social media accounts and websites by elected and appointed bodies. In the event of an emergency or exigent circumstances, the Town Manager or his/her designee may eliminate, disable, or suspend the use of social media accounts and websites by elected and appointed bodies.

C. Contact Information. All of the Town's social media sites shall use the Town's authorized contact information for account setup, monitoring, and access. The Town's social media accounts do not belong to a specific person and access will be transferred by the Town to staff members responsible for managing content as appropriate.

VI. Content Management

A. Communicating an Official Town Position on Social Media. Employees and advisory bodies are not authorized to take a policy position and speak on behalf of the Town through social media unless authorized by the Board of Selectmen; this is not intended to prohibit or restrict an appointed official from speaking on behalf of oneself on a personal social media account or website regarding a matter of Town business so long as it is disclosed that the individual is not speaking on behalf of the advisory body or Town.

Any social media account or website bearing the name of the Town of Simsbury, but that is not an official account or website of the Town, shall display a disclaimer indicating that it is not an official account or website of the Town.

B. Conduct on Social Media. All authorized persons managing content for the Town's social media sites shall conduct themselves at all times as professional representatives of the Town and in a manner consistent with the Town's policies.

C. Content. Social media content should include information from the Town regarding official Town business. Examples include, but are not limited to: Town meetings, public hearings, and information sessions; activities, events or programs sponsored or co-sponsored by the Town; Town programs, services, and projects; forms; fees; policies; and topical or seasonal Town issues.

- i. Social media content should complement and be consistent with other established Town communication tools.
- ii. Content should never include profane, foul, obscene, or other inappropriate language, photos, videos, or graphics.
- iii. Content for an official Town social media account or website should be nonpartisan in nature, and users should not "share" any content that is partisan in nature. The Town's social media accounts should not "follow" any political entity, local business, or other special interest groups. This does not include not-

for-profit organizations, civic groups, or governmental agencies that serve Simsbury residents.

D. Responses from the Town. All authorized persons managing content should be aware that content posted by the public to social media sites may require a response from the Town. Users shall not provide lengthy responses or engage in debate through the social media forum. If comments provided by the public require a comprehensive response, those responses should be provided via private message, email, mail, or telephone.

E. Public Records. Content posted through the Town's social media accounts are subject to public records and record retention laws, rules, regulations and policies. Postings must not disclose information that may be confidential or exempt from disclosure under the Freedom of Information Act (FOIA). All content maintained in a social media format, including a list of subscribers and posted communication, may be a public record subject to public disclosure. Records should be retained in accordance with the relevant record retention laws.

VII. Personal Use of Social Media Accounts by Town Employees While on Duty for the Town

The Town's Technology Acceptable Use Policy, dated *INSERT*, and as may be amended from time to time governs personal use of social media and websites by Town employees while on duty for the Town. Use of Town time and Town technology resources by Town employees for personal use of social media accounts should be nominal and highly infrequent. Town technology resources may be used by Town employees while on their lunch breaks or other breaks so as long as the use is appropriate and not inconsistent with the Town's technology use policies.

VIII. Violations of Policy

~~Employees that are found to have violated~~ Violations of this policy may be subject to discipline up to and including termination without lower levels of discipline having been issued depending on the nature and severity of the offense or offenses. Any discipline issued shall be in accordance with procedures outlined in the employees' relevant collective bargaining agreements or the Town Personnel Rules as applicable.

When it is determined that content has been posted that is not consistent with this policy, the Town Manager or his/her designee may authorize its immediate removal.



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Economic Development Work Group

Tuesday, November 6, 2018

7:30 a.m.

Main Meeting Room, Town Hall, 933 Hopmeadow Street

SPECIAL MEETING MINUTES - DRAFT

Members Present: Cheryl Cook, Eric Wellman

Staff Present: Maria Capriola, Melissa Appleby

Guests Present: Sarah Nielson

The meeting was called to order at 7:30am.

1) Draft EDC Work Plan

The work group discussed the draft work plan, which is derived from the Board of Selectmen's list of priority activities for the new EDC to focus on. The work plan includes five topic areas and ideas, with deliverables noted for each. This includes: reinvesting in an infrastructure rebate program; review previous EDC studies; promoting culture and tourism; items related to generating feedback from businesses and a response protocol for business that express concerns; and attracting entrepreneurs that want to live and work in the same town.

The group also discussed activities from the Board of Selectmen's list of priorities that can be accomplished by staff administratively, such as implementing process improvements to reduce the time it takes to obtain permits.

The work plan will be presented to the Board of Selectmen at the November 14, 2018 meeting.

2) Draft Social Media Policy

The work group reviewed the most recent draft of the social media policy. Following discussion at the August work group meeting, staff made revisions based on that discussion as well as feedback from the IT Manager. Ms. Capriola noted that the town attorney is reviewing the draft to ensure the policy does not infringe on free speech rights, and to determine whether the Board of Selectmen has the authority to exercise control over social media accounts for other elected bodies. She also noted that labor counsel is being consulted regarding any potential collective bargaining implications. Feedback is also being collected from department heads. A final draft will be presented at the Board of Selectmen meeting on November 26, and referrals will be made to relevant boards and commissions.

3) 2019 Regular Meeting Schedule

The work group approved, by consensus, the 2019 regular meeting schedule as presented. Meetings will be scheduled for January, April, July, and September.

4) Minutes of October 2, 2018

The minutes of October 2, 2018 were approved as presented by consensus.

Adjourn

The meeting adjourned at 8:25am.

Respectfully Submitted,
Melissa Appleby
Deputy Town Manager