



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## Economic Development Work Group

Tuesday, November 6, 2018

7:30 am

Main Meeting Room, Town Hall, 933 Hopmeadow Street

### SPECIAL MEETING AGENDA

Call to Order

- 1) Draft EDC Work Plan
- 2) Draft Social Media Policy
- 3) 2019 Regular Meeting Schedule
- 4) Minutes
  - a) October 2, 2018

Adjournment



Topic Area	BOS Idea	EDC Deliverable	Timeframe
Infrastructure	Reinvest in the infrastructure rebate program fund for partial rebate of infrastructure improvements made in public right of way	<ul style="list-style-type: none"> <li>• Research how infrastructure rebate programs are funded and structured in other communities</li> <li>• Recommend to the BOS how this program should be structured and funded in Simsbury including specific funding amount</li> </ul>	<12 months
Strategic Vision	Review previous EDC studies and plans. Determine priority items that should be advanced.	<ul style="list-style-type: none"> <li>• A prioritized list of items the EDC recommends should be pursued</li> <li>• Work with Maria to determine who should lead the implementation of each item</li> <li>• Develop a roadmap for implementation</li> </ul>	<12 months
Strategic Vision	Promote culture and tourism	<ul style="list-style-type: none"> <li>• Identify all of the organizations in Simsbury that have a role in promoting culture and tourism (governmental, nonprofit, etc...)</li> <li>• Recommend how the Town can most effectively coordinate activities with these organizations – connect the dots - to most effectively promote culture and tourism</li> </ul>	<12 months
Business Recruitment, retention, and outreach	Develop a response protocol when a business expresses a concern about doing business with the town; Develop a process for elected officials to conduct business visitations; Develop and track feedback received from businesses;	<ul style="list-style-type: none"> <li>• Develop a formalized business visitation program including who attends, frequency, what’s discussed, and how findings are documented</li> <li>• Recommend a tool for the tracking of and response to business feedback (concerns, issues, etc...)</li> <li>• Develop a survey that will serve as an exit interview for businesses who leave Simsbury and determine how survey</li> </ul>	12 – 24 months

		<ul style="list-style-type: none"> <li>responses will be aggregated and tracked</li> <li>• Develop a process that ensures our town government reaches out to and stays close to our 10-15 highest tax paying businesses</li> </ul>	
Support Entrepreneurs	Attract entrepreneurs that want to live and work in the same town	<ul style="list-style-type: none"> <li>• Determine which entrepreneurs we most want to attract (profile, types of businesses, etc...)</li> <li>• Develop a list of our current assets that make us attractive to this group, and identify gaps in our assets</li> <li>• Develop recommendations regarding additional investments the town should make to be as attractive as possible to this population (co-working space, incubator, space, etc...)</li> <li>• Develop a marketing package to attract entrepreneurs</li> </ul>	12 – 24 months

**2018-2019 ECONOMIC WORKPLAN IDEAS - DRAFT IN PROGRESS, Sorted by Overall Priority**

Topic Area	IDEAS	# IMPORTANT TO	PRIORITIZATION High (5-6), Medium (3-4), Low (1-2), Not Important (0)
<b>Strategic Vision</b>	<ul style="list-style-type: none"> <li>Review previous economic development studies and plans; implement ideas and action items when feasible or appropriate.</li> </ul>	6	High
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Reinvest in the infrastructure rebate program fund (provides for partial rebate of infrastructure improvements made in a public right of way).</li> </ul>	5	High
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Develop a response protocol and follow-up when a business has expressed a concern about doing business with the town.</li> </ul>	4	Medium
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Develop and formalize a process for elected officials to visit and welcome all new businesses.</li> </ul>	4	Medium
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Develop and track feedback received from businesses regarding issues, concerns, etc.</li> </ul>	4	Medium
<b>Strategic Vision</b>	<ul style="list-style-type: none"> <li>Promote culture and tourism. Collaboratively work with the Culture, Parks and Recreation Commission, Tourism Committee and non-profit entities in town that support and enhance economic development.</li> </ul>	4	Medium
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Improve on-street parking and proximity of parking to downtown businesses.</li> </ul>	3	Medium
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Improve cell service reliability.</li> </ul>	3	Medium
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Have demographic data and information on available properties readily accessible and current.</li> </ul>	3	Medium
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Market our assets and leverage our proximity to the airport.</li> </ul>	3	Medium
<b>Land Use and Permitting Process</b>	<ul style="list-style-type: none"> <li>Set maximum time limits for processing land use applications and issuing permits. Identify process improvements to reduce time needed for review and permitting processes.</li> </ul>	3	Medium
<b>Land Use and Permitting Process</b>	<ul style="list-style-type: none"> <li>Consolidate meetings of multiple land use bodies when reviewing an application.</li> </ul>	3	Medium
<b>Support Entrepreneurs</b>	<ul style="list-style-type: none"> <li>Attract entrepreneurs that want to live and work in the same town; develop a marketing package to attract this group of entrepreneurs.</li> </ul>	3	Medium
<b>Strategic Vision</b>	<ul style="list-style-type: none"> <li>Engage in regional economic development initiatives.</li> </ul>	3	Medium
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Improve wayfinding signage.</li> </ul>	2	Low
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Research opportunities to invest in fiber to improve broadband speeds and reliability.</li> </ul>	2	Low
<b>Business Recruitment, Retention, and Outreach</b>	<ul style="list-style-type: none"> <li>Conduct exit interviews with business that leave town.</li> </ul>	2	Low
<b>Land Use and Permitting Process</b>	<ul style="list-style-type: none"> <li>Develop a permitting guide.</li> </ul>	2	Low
<b>Support Entrepreneurs</b>	<ul style="list-style-type: none"> <li>Create co-working spaces.</li> </ul>	2	Low
<b>Support Entrepreneurs</b>	<ul style="list-style-type: none"> <li>Identify infrastructure improvements that the town can support to help entrepreneurs be successful.</li> </ul>	1	Low
<b>Strategic Vision</b>	<ul style="list-style-type: none"> <li>Maintain our community character.</li> </ul>	1	Low
<b>Strategic Vision</b>	<ul style="list-style-type: none"> <li>Encourage and support high school students that want to start a business in town.</li> </ul>	1	Low



# Town of Simsbury

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*Maria E. Capriola - Town Manager*

**To:** Economic Development Work Group

**From:** Maria E. Capriola, Town Manager; Melissa Appleby, Deputy Town Manager

**Date:** November 6, 2018

**Re:** Proposed Social Media and Website Policy

## Background

Over the summer, the Economic Development Work Group discussed the concept of a Social Media Policy. This proposed (new) Social Media and Website Policy attempts to establish standards and procedures for the creation of social media and website accounts for the Town of Simsbury. A draft policy was presented to you at your August 2, 2018 meeting. Revisions to the policy were then made based on that discussion as well as feedback from the IT Manager.

Staff is working on the following items:

- Consulting with the Town Attorney to ensure the policy doesn't infringe upon first amendment rights (free speech)
- Consulting 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
- Consulting with Labor Counsel regarding any potential collective bargaining implications (i.e. mandatory v. permissive subject of bargaining)
- Collecting feedback from department heads regarding the draft 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.

## Attachment

- Social Media and Website Policy (Draft #6)



# Town of Simsbury

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**TOWN OF SIMSBURY  
SOCIAL MEDIA AND WEBSITE USE POLICY**  
*Adopted by the Simsbury Board of Selectmen on **INSERT DATE**, 2018*

## 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.

The intended purpose of Town social media and website accounts is to serve as a mechanism for authorized Town 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 being available.

## II. Applicability

This policy applies to all Town employees, elected officials, and appointed officials, whether paid or unpaid.

## 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 social media outlets and websites will 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. Town social media accounts are not intended to serve as public fora. The Town's official website ([www.simsbury-ct.gov](http://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

Telephone (860) 658-3230  
Facsimile (860) 658-9467

*An Equal Opportunity Employer*

8:30 - 1:00 Monday through Friday  
8:30 - 4:30 Monday through Thursday  
8:30 - 1:00 Friday

- A. **Town Departments.** The establishment of Town of Simsbury social media accounts and websites by Town departments is 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.** The establishment of Town of Simsbury social media accounts and websites by elected and appointed bodies is 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, ~~or the Town Manager or his/her designee in the event of an emergency or exigent circumstances,~~ has the discretion and authority to 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 has the discretion and authority to eliminate, disable, or suspend the use of social media accounts and websites by elected and appointed bodies.~~
- C. **Contact Information.** All Town of Simsbury social media sites shall use authorized Town contact information for account setup, monitoring, and access. Town of Simsbury social media accounts do not belong to a specific person and will be transferred by management to staff members responsible for managing content as appropriate.

## VI. Content Management

- A. **Communicating an Official Town Position on Social Media.** ~~Unless authorized in writing by the Town Manager or his/her designee, employees do not have permission to speak on behalf of the Town through social media.~~ Employees and ~~a~~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.
- B. **Conduct on Social Media.** All authorized persons managing content for Town social media sites shall conduct themselves at all times as professional representatives of the Town and in a manner consistent with all Town 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 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. Town social media accounts should not “follow” any political entity, local business, or other special interest groups.

**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 Town 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**

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 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.

**TOWN OF SIMSBURY SOCIAL MEDIA ACCOUNTS**

<b>Department/Group</b>	<b>Platform</b>	<b>Account</b>	<b>Administrator</b>
<b>General</b>	Twitter	@TownofSimsbury	Melissa Appleby
<b>Culture, Parks &amp; Recreation</b>	Twitter	@GolfSimsbury	Pro Shop
	Facebook	Simsbury Farms Pro Shop and Golf Course	Pro Shop
	Facebook	Simsbury Culture, Parks and Recreation Department	Tom Tyburski/Taryn Schrager
	Instagram	simsbury_farms_golf	Pro Shop
<b>Public Works</b>	Twitter	@SimsburyDPW	Tom Roy
	Facebook	Town of Simsbury, Connecticut - Public Works Department	Ryan Jefferis
<b>Police Department</b>	Twitter	@Simsbury_Police	Chief Boulter
	Facebook	Simsbury, CT Police Department	Chief Boulter
<b>Library</b>	Twitter	@simsburylibrary	Susan Ray/Lisa Karim
		@simsburyBRC	Sarah Loudenslager
	Facebook	Simsbury Public Library	Lisa Karim/Stephanie Prato/Susan Ray/Sara Ray/Sarah Loudenslager
	Instagram	simsburypubliclibrary	Susan Ray
		simsburybrc	Sarah Loudenslager
		simsburylibraryteens	Sara Ray
	Pinterest	Simsbury Public Library	Lisa Karim
<b>Social Services</b>	Facebook	Simsbury Community and Social Services	Kristen Formanek/Kathy Marschall
<b>Tourism</b>	Facebook	Simsbury Tourism	
<b>Simsbury Free Bike</b>	Twitter	@Simsbury_Bike	
	Facebook	Simsbury Free Bike	
	Instagram	simsburyfreebike	
<b>Flower Bridge</b>	Instagram	simsburyflowerbridge	



# Town of Simsbury

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*Maria E. Capriola - Town Manager*

To: Ericka Butler, Town Clerk

Cc: Melissa Appleby, Deputy Town Manager

From: Maria E. Capriola, Town Manager

Date: November 7, 2018

Re: Board of Selectmen Economic Development Work Group - 2019 Regular Meeting Schedule

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At their meeting on November 6<sup>th</sup> the Board of Selectmen Economic Development Work Group agreed by consensus to establish a regular meeting schedule at 5pm, for January, April, July, and September, 2019

Meeting dates are as follows:

January 8, 2019  
April 2, 2019  
July 2, 2019  
September 3, 2019

The meetings will be held in the Main Meeting Room of the Town Hall, located at 933 Hopmeadow Street. Meetings will be properly noticed in accordance with FOIA requirements.



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## **Economic Development Work Group**

Tuesday, October 2, 2018

5:00 p.m.

Main Meeting Room, Town Hall, 933 Hopmeadow Street

## **REGULAR MEETING MINUTES - DRAFT**

**Members Present:** Cheryl Cook, Eric Wellman

**Staff Present:** Maria Capriola, Melissa Appleby

The meeting was called to order at 5:00pm.

### **1) Interview & Discuss Economic Development Commission Applicants**

The workgroup interviewed one applicant for the new Economic Development Commission. The applicant was asked questions regarding interest in serving on the commission, background and experience, vision for economic development in Simsbury and availability.

Following the interview, the workgroup discussed the qualifications of all of the candidates that have been interviewed and evaluated how the seven specific membership slots might be filled. The workgroup identified seven individuals to recommend to the full Board of Selectmen for appointment on October 10, 2018.

### **2) CERC Workshop Debrief**

The workgroup reviewed the presentation given by CERC on September 13, 2018, noting that it provided a good starting point for moving forward with a new work plan for economic development.

### **3) Draft EDC Work Plan**

The workgroup reviewed the list of goals identified by the Board of Selectmen during their brainstorming sessions on September 24, 2018 and September 29, 2018. The items on the list were arranged by concept areas. The Board of Selectmen will be asked to identify their prioritized items from this list, which will be reviewed at the meeting on October 22, 2018. The refined list of goals will inform the work plan for the new Economic Development Commissions. Staff will also create onboarding materials for the EDC members. The first meeting is anticipated to take place in November.

### **4) Minutes of September 10, 2018 and September 18, 2018**

The minutes of September 10, 2018 and September 18, 2018 were approved as presented by consensus.

### **Adjourn**

The meeting adjourned at 5:55pm.

Respectfully Submitted,  
Melissa Appleby  
Deputy Town Manager