



TOWN OF GREENWICH

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Fred Camillo
First Selectman

First Selectman's Committee to Re-Imagine Greenwich Meeting March 24, 2021

1. Welcome

The meeting was called to order at 12:00 PM

Attendance:

- Bobbie Eggers
- Fred Camillo
- Jim Michel
- Josh Brown
- Katie Deluca
- Margarita Alban
- Mary Hull
- Michael Mason
- Nina Becker
- Richard Flood
- Sara Savov
- Sue Bodson

2. Approval of Minutes

Ms. Savov made a motion to approve the March 3, 2021 meeting minutes. Upon a second by Mr. Camillo, the motion was approved unanimously.

3. Old Business

- a. Focus Group Debrief: Sue and Bobbie summarized key themes and suggested next steps:
 - Education on how to open a new business in Greenwich
 - Continue to celebrate and promote our diversity and civic mindedness
 - Promote Greenwich as a destination for shopping, dining, art and entertainment
 - Use empty store fronts to promote scenes of Greenwich and art
 - Connect art to the Bruce Museum to encourage foot traffic past I95 and train station
 - Use Search Engine Optimization (SEO) to promote the "real" Greenwich
 - Reminder that the Re-imagine Committee is not trying to change Greenwich but to take the silver linings presented by the pandemic and use them to the town's advantage experientially and economically
 - **Action Item:** present at a future RTM meeting.
- b. Employee Parking and New Parking Signs: Mr. Michel reported as part of our overall Greenwich Avenue streetscape and repaving project DPW is exploring alternative signage.

Ms. Deluca reported that the Graduate-level students will be able to start work to recommend parking improvements as well as ideas to promote Greenwich Avenue to college age students.

- **Action Item:** Mr. Flood and Ms. Savov to meet with Ms. Deluca, Deputy Chief Marino and Mr. Michel to discuss ideas for Graduate Student project focus areas.
- c. Outdoor Dining Post Executive Order: Mr. Camillo reporting new processes are in place for permitting and setting a nominal fee to retain existing barriers.
- d. Stars and Stripes (Flag Banners) Partner with Community Projects: Mr. Dostmann was not present. There was discussion about taking the banner hardware down since it's an eyesore and Ms. Hull expressed the visual conflict with the GG&C supplied hanging floral baskets. No decisions were made.

4. New Business

- a. Parking Lot Maps (Sponsored) to Support Barrier Initiatives: Ms. Savov discussed the idea to promote the numerous 12-hours parking spots available around Greenwich Avenue. The group discussed the need to also promote the Avenue as a wonderful place to stroll (for those that can) to overcome the mentality that one needs to park within X number of spots to visit a store or restaurant.

5. Adjournment

At 1:08 PM Ms. Savov made a motion to adjourn. Upon a second by Mr. Camillo, the motion was approved unanimously.

Prepared by Lauren Rabin