

# First Selectman's Economic Advisory Committee

## Meeting Minutes

Wednesday, December 13, 2017, 12:00 P.M.

Town Hall – Mazza Conference Room

### Present:

**Attendees:** James Aiello, Chairman; Luke Albright, Donald Heller, Robin Kencel, Tammy Ketter, Frank McBrearity, John Roach. Sabine H. Schoenberg, Paul Settlemeyer, Catherine Sidor

**Selectmen:** Peter Tesei, First Selectman

**TOG Staff:** Tom Klein, Director, IT; Cameron Martin, Digital Content Editor, IT; Tyler Fairbairn, Administrator, Community Development Department

- I. The meeting was called to order at 12:10 P.M. by Chairperson James Aiello who welcomed attendees.
- II. **PR Initiative current status** – Ms. Kencel reviewed the Initiative's brand imaging showing the newly developed Twitter account, and provided a preview of its Facebook and Instagram pages and future website. She described the purpose and themes for each media tactic as well as content concepts being explored by LH Group for future Press Releases. Ms. Schoenberg updated the Committee on donations and prospects. Ms. Ketter commented future social media postings should be approached as categories so that continuity could be supported by each media.
- III. **Other subcommittee topics and other items** – Mr. Klein described support that TOG's IT Department could provide and how plans for the Town's new websites might be used by EAC. Having researched more than 2500 towns' websites, it had been decided that Greenwich's new Town website would be divided into civic and government sectors where each department and user would take ownership of content being posted as sponsors and stewards. Mr. Martin, as the new Digital Content Editor, would be assisting with the development of editorial information about EAC and its projects.
- IV. **Update on 2018 Greenwich Hedge Fund/Private Equity Conference and recent visits by Chinese groups**

Mr. Aiello updated the Committee on the acquisition of a sponsorship pledge from Commissioner Katherine Smith for CT's Department of Economic and Community Development, to launch fundraising for the planned October 2018 conference that would be modeled after Davos' World Economic Forum. Mr. Aiello remarked that it would be important to pursue 501(c) 6 independent non-profit status to receive sponsorship income under the name **Greenwich Institute** and create a website for the *Greenwich Fund Forum* conference.

Mr. Tesei commented on the hosts and origins of recent Chinese business visitors and where visitors were taken to see more of Greenwich.
- V. **"Fairfield County 5" NYC event update**

Mr. Aiello updated the Committee on follow-up after DECD's Fairfield County delegation trip to NYC to speak with an audience of bankers, brokers and attorneys about Fairfield County business opportunities. He explained that additional visits were planned and that the future focus would include media, tech and financial sector participants.
- VI. **Planning for EAC goals and activities for 2018**

The Committee discussed exploring the following topics during 2018:

- Public funds for EAC projects
- 2<sup>nd</sup> year Agenda for the PR Initiative, ***Think Greenwich***
- Visit at a future meeting by Katie DeLuca, Director Land Use/Planning & Zoning to familiarize the Committee with the structural development phase of the POCD's 2019 plan

Mr. Settelmeyer asked the Committee to consider a presentation from CERC since the previous meeting at the time of the Hangzhou Sister City ceremony had been postponed

VII. Meeting adjourned at 1:23 P.M.

The next Economic Advisory Committee Meeting is scheduled for January 10, 2018 at 12:01 P.M.

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Catherine Sidor, Recording Secretary,

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James Aiello, EAC Chairperson

Subject to Approval