

## Minutes for Gen x Subcommittee 12/3/15

Meeting called to order at 1:41pm.

In attendance: Keisha Biggs-Fink, Kerry Brock, Michael Carter, Anita Dinwoodie and Charlie Shipman. Absent: David Levy.

Committee members shared ideas for the goal statement Strategic Planning Committee Co-Chairs Dennis Tracey and Jane Connolly ask submitted by December 11.

Michael said we should understand whether Weston is attracting its share of homebuyers, if not why not, what is Generation X looking for and how do we reach them? He recommended a marketing message.

Keisha suggested we determine what attracts young families and asked about Weston's digital and social media presence.

Kerry suggested short-term goals like targeted social media, a town sales pitch and identifying residents willing to speak with potential buyers.

Audience member/Weston newcomer Janet Maya said she chose Weston for its schools and community reputation.

Anita Dinwoodie suggested retaining and growing Weston's population by a predetermined percentage and timeframe, generating a greater enthusiasm for living in Weston, conducting satisfaction surveys and identifying an actionable list of community improvements that would attract our target demographic.

Audience member Chris Spaulding suggested choosing identifiable goals and crafting a broad statement that would offer flexibility as we gather information.

Charlie Shipman launched a discussion about the variety of data resources.

Keisha suggested using "sense of community" as a concept for leveraging homebuyer interest.

The committee arrived at *a possible goal statement* that might read: **This subcommittee will determine how we attract young families to Weston.**

Multiple speakers suggested the SPC Co-Chairs reconsider subcommittee names to accommodate overlapping interests.

Keisha said the X Generation is defined as born between 1966-76 and it's professionals of this age, in the 2<sup>nd</sup> stages of their careers moving to Weston.

Chris referenced the high proportion of telecommuters in town, the need to understand in and out resident migration and the significant number of families moving to Weston specifically for high school.

It was suggested we consult with the Board of Education to familiarize ourselves with demographic shifts and research the impact of new Westport housing developments on its student enrollment.

Discussion shifted to possible presentations by land developers, newcomers, WPS administration, BOE members, real estate agents, telecommuters and marketing experts who can match their statistics to the unique attributes of a Weston homebuyer.

It was suggested we research marketing efforts of neighboring towns, collaborate with WPS to co-brand, make the town website more dynamic, grow our social media presence and work with realtors to deliver our message.

Anita moved and Charlie seconded the nomination of Keisha as permanent Chair of the committee contingent on approval by the SPC Chairs.

The committee will refine its ideas at the next meeting, Wednesday, December 9, 2015, 11am at Town Hall.

Meeting adjourned at 2:52pm