

MINUTES

STRATEGIC PLANNING COMMITTEE

February 3, 2016 -- Meeting Room, Town Hall

Present:, Jane Connolly (Co-Chair), Dennis Tracey (Co-Chair), Marc Karasu, Richard Frisch, , Lucy Bowden, Glenn Major, Jonathan Moffly, Charlie Shipman, Anita Dinwoodie, Bill Douglass, Michael Carter, Kerry Brock, Colleen Palmer (Guest); Ellen Uzenoff (Guest)

Meeting called to order 7:35 pm

Jane Connolly presented a summary of the recent application to the Planning and Zoning Committee for an Active Adult Community District. The public hearing on the proposal will take place on April 4.

Dennis Tracey moved to add to the agenda a presentation by Colleen Palmer, Superintendent of Schools, and Ellen Uzenoff, Chair of the Board of Education, on enrollment trends in Weston Public Schools. Kerry Brock seconded. Motion passed unanimously.

Colleen Palmer and Ellen Uzenoff made a presentation of enrollment trends in Weston Schools, observing that Weston's excellent schools, named the best high school in Connecticut this year, is an "asset of the community"; that the schools are known not only for their excellence but also for providing a "personalized education"; that trends in enrollment throughout Connecticut are declining due to a number of factors that are not unique to Weston; that Weston is different from most other communities in that its school population is significantly affected by the highest level of "in migration" of any comparable local school district; and that as a result of the high quality of the schools it is expected that families with school age children will continue to seek out Weston, mitigating the broader trends of declining enrollment. The presentation materials will be posted on the SPC website.

Each subcommittee gave reports on progress to date. Kerry Brock presented the results to date of the Gen X committee, including short term goals to create Weston Ambassadors; to support the Intergenerational Project; to create a "Why Weston" video and to prepare "Why Weston" talking points. The Senior committee reported on a survey of the over-55 population to determine attitudes and opinions on key issues, as well as on an analysis concluding that commercial development in Weston is not a realistic option for meaningfully reducing taxes. The Marketing committee reported on its SWOT analysis, the importance of building a better website, to optimize the Town's presence on the internet and in social media; and to proactively address public relations opportunities. Materials from each of the presentation will be posted on the SPC website.

Dennis Tracey gave a brief report on access to research resources. He will be meeting with members of the community who have offered to support the research mission of the Committee and will keep members apprised of all communications.

It was agreed that the Subcommittees would coordinate their activities through (1) regular meetings of the Subcommittee Chairs; and (2) creation of a Committee Workplan that would ensure full transparency of all projects and coordination among Subcommittees.

Adjourned at 9:17 pm

Co-Chair

Adjourned at 8:45 pm.

Co-Chair
