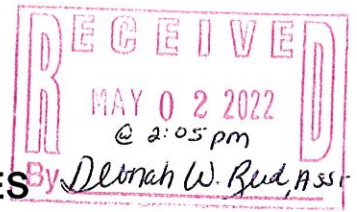


TOWN OF SOUTH WINDSOR
STRATEGIC PLANNING COMMITTEE MINUTES



Madden Room

Tuesday, April 26, 2022
TIME: 5:00pm

1. Call Meeting to Order

Chairperson Snyder called the meeting to order at 5:00pm

2. Roll Call

Members Present: Abigail Blanchfield
Tiernan Cabot
Mindy Lewis
Michele Lipe, Director of Planning
Michael Maniscalco, Town Manager
William Myers
Phillip Richards
Lindsay Ruszczyk
Janice Snyder
Karen Wagner
Steven King, Deputy Mayor, Town Council Liaison

3. New Business

4. Discussion Items

- A. Length of Plan**
- B. Identify Process**
- C. Findings from other Municipal Plans**
- D. Consultant**
- E. Structure of Final Product**

Members discussed the Farmington Strategic Plan and felt that the plan was too long. The visual aspect of the plan is not appealing. The message and benchmarking is good. The color also brings more attention to what is necessary. If a similar chart is added to the Town's Strategic Plan, it would bring more focus to what the Town needs. Mr. Maniscalco said that goals should be set first, what do we want to be? The objectives should be how we accomplish the goals.

Deputy Mayor King suggested that the plan objectives and goals and mission statement not be political. The idea should be does the idea fit into the Town's Strategic Plan. If it is defined in the Strategic Plan and is decided what should be in the plan as a Town, it cannot be altered. Diversity would then be an aspect of the plan.

It was suggested to poll the community to see how they would like to make South Windsor better. The committee can then use that data to work from. The poll could be placed at the Community Centers, Library, and on social media outlets. Michele Lipe, Director of Planning said that if committee members visit the Planning Department page on the Town's website, they can view the Plan of Conservation Development Implementation Element <https://www.southwindsor-ct.gov/plan-conservation-and-development/files/pocd-implementation-element> as guide for implementing the Strategic Plan or for ideas for a format.

Mindy Lewis said that Parks and Recreation recently finished their Master Plan which would be a good addition and resource for the Strategic Plan.

The goal should be to find out what our residents want and also find out if there are other similar plans that other commissions are working on and see where they are in their process. The plan should be listed at a high level with measurable goals that the Town can measure. A citizen should be able to read the plan and understand what it means. It was also suggested to invite boards and commissions to the meetings for input such as SWALPAC, Park and Recreation Commission, Open Space Task Force and Walk and Wheels Ways among others. These boards and commissions may already have suggestions from residents and ideas that this committee can work off of.

The commission discussed the option of having a consultant to help with the strategic plan. The benefit to having a consultant is that it will answer all of the questions being brought forward by the commission. Mr. Maniscalco said that bringing a consultant in would provide some framework and a road map to follow. It would help to keep the plan on track. It would also be beneficial in getting information out to the population, focus groups and round tables. The commission agreed with the importance of having a consultant that has the expertise and knowledge in creating a strategic plan and will reflect what residents want. Mr. Maniscalco said that he could reach out to some consultants. The commission agreed that it should be a local company that understands Connecticut. There is also a Strategic Planning Department out of the University of Rhode Island that the commission could get some more information on. In addition, the University of Connecticut has put together a Public Administration Department that could be a good resource. Mr. Maniscalco said that he will try to line up two or three consultants for the committee to review and vote on. Deputy Mayor King suggested that the committee think about questions that they may have for the consultants and bring those questions to the next meeting.

Mr. Maniscalco recommended that the Committee request funding from the Town Council for funding to pay for the consultant.

Ms. Karen Wagner made a motion to make a motion to the Town Council that the Strategic Planning Committee will be seeking funding for a Strategic

Planning Consultant. Ms. Mindy Lewis seconded the motion and it passed unanimously.

It is estimated that the consultant fees will be in the range of \$20,000.00 to \$40,000.00.

5. Adjournment

William Myers made a motion to adjourn the meeting at 6:02 pm. Mindy Lewis seconded the motion. The motion passed unanimously.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Katherine Senerth", is written over a horizontal line.

Katherine Senerth
Executive Assistant

