

**Business Advisory Committee
Regular Meeting, November 26, 2018
Newtown Municipal Center, Council Chamber
3 Primrose Street, Newtown**

***MINUTES ARE NOT FINALIZED UNTIL APPROVED BY THE BUSINESS ADVISORY
COMMITTEE***

Present: Chris Hottois, Flint Ridge Development; Sue Shortt, Shortt's Farm & Garden (2:09p.m.); Dan Sorrentino, Newtown Hardware; Erica Sullivan, Castle Hill Chocolate; Bruce Walczak, Relocation Consultants

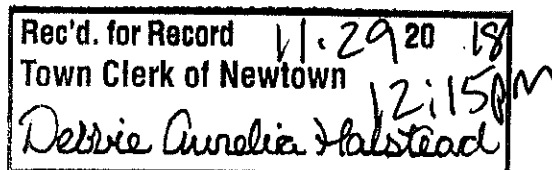
Unable to Attend: Don Drapo, Jr., Curtis Packaging; Michele Hanson, Farmhouse Restaurant; Adam Richichi, Dental Associates, Carrie Swan, Black Swan Hearth & Gift Shop

Also Present: First Selectman Daniel Rosenthal, Christal Preszler, Wes Thompson, Helen Brickfield, Nancy Crevier and members of the Legislative Council Judit DeStefano, Jay Mattegat, Jordana Bloom.

First Selectman Rosenthal called the meeting to order at 1:34 p.m.

Acceptance of Minutes: Sue Shortt moved to accept the meeting minutes of October 22, 2018. Dan Sorrentino seconded. All in favor.

Plastic Bag Ban: This is still in the Ordinance Committee working phase. Judit DeStefano explained that existing bans have been used to inform the Legislative Council Ordinance Committee. The ban is for plastic bags at point of sale check out and allows for the sale of paper bags or re-useable bags. Stores would be mandated to charge 10 cents to consumers for paper bags. There would be a six month implementation and stores could apply for an extension. There has been community outreach and education. Dan Sorrentino is in favor of the plastic bag ban but would rather bear the 10 cent cost than to pass it on to his customers. He feels the mandated fee rubs business owners the wrong way. Judit DeStefano said that the ordinance mandates the charge and the idea is for consumers to use reusable bags. There may be resources for people who find the fee a hardship. Jordana Bloom said the best way to avoid paying the fee is to encourage people to use reusable bags right away. Gift type bags will be exempt. Jay Mattegat, speaking as a business owner and not as a member of the Legislative Council personally feels that the Council does not belong in the business of businesses. He thinks the ban is an unreasonable request to put on business owners and fears people will shop in other towns. Judit DeStefano stated that the research shows there is not a discernable negative impact on business owners and people get used to it. First Selectman Rosenthal wants to give the business community a voice in this initiative and thinks this is an opportunity to work with the business community. Chris Hottois thinks, although admirable, this will be a big undertaking, with rules, implementation and administration costs. He asked about restaurants and dentist offices, will they be required to charge customers and patients for bags? Helen Brickfield offered to share a survey with her Chamber mailing list; she believes rewarding businesses is best way to go. There was discussion on limiting the ban to high usage stores, such as grocery stores. Wes Thompson thinks the Legislative Council has to decide if it will be all or none and doesn't think it should be limited to only grocery stores. Erica Sullivan doesn't feel right about charging her customers for bags. Nancy Crevier offered the Bee as a resource to help educate the public. Christal Preszler said consumer behavior has to change and would encourage grocery stores to incentivize. First Selectman Rosenthal believes a collaborative effort with the business community will send a nice message about Newtown. This item will be carried to the next meeting.



Civic Lift: Christal Preszler shared a document from the meeting held with Civic Lift (att.). Helen Brickfield said that most people look to their phones for information; the Facebook event option is explosive. First Selectman Rosenthal doesn't think the government should monitor a community calendar. The Bee has a community calendar. Erica Sullivan suggested enhancing what is already in place and draw traffic toward that rather than adding another one. Christal Preszler will schedule a meeting with the business end of the Bee.

Ideas/Suggestions: Helen Brickfield said the Chamber is preparing for the Business of the Year, which will be expanded to include some green awards, awards for the arts and non-profits. They are looking to July for the next Newtown Day.

Next Meeting Date: The next meeting is January 28, 2019. First Selectman Rosenthal will touch base with members that have been unable to attend; there is a possibility the January date may change.

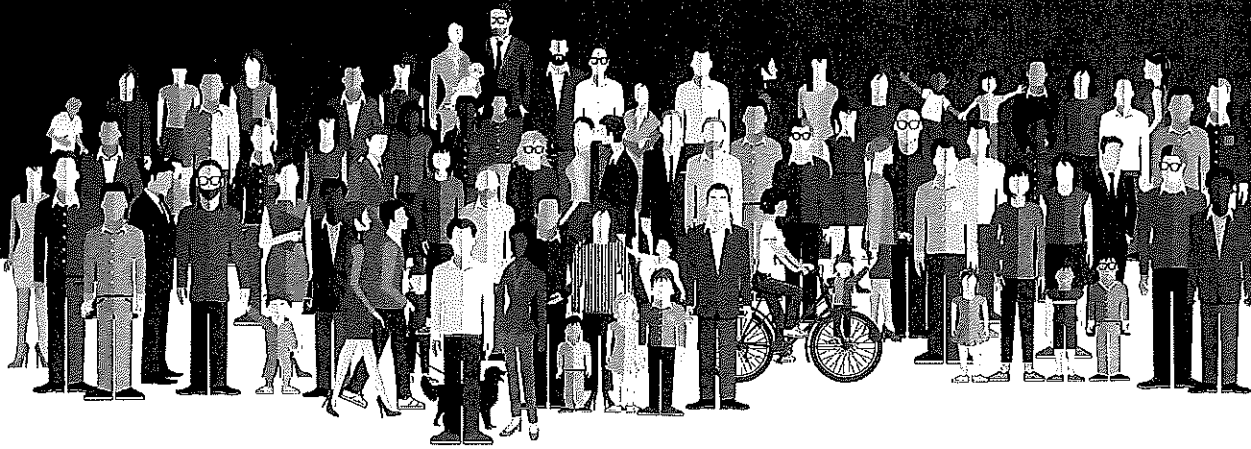
Adjournment: Having no further business report of Business Advisory Committee adjourned their meeting at 2:334p.m.

Att: Civic Lift document

Respectfully submitted,
Susan Marcinek, Clerk pro-tem

civiclift

More feet on Main Street.



Community Website & Engagement Platform

Imagine a single resource that reflects everything good your community has to offer. Every upcoming event, every place to go, and every exciting announcement. Now, imagine that resource powered by the people who actually live and work there. This is CivicLift.



Better connections make better communities.

Keeping people well informed and engaged is crucial to the social and economic health of a community.



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Even the greatest concepts can fail if they don't include a plan for sustainability. CivicLift's ROI Plan not only can pay for itself over time, but can actually turn a profit. Now *that* is sustainable.



Always Fresh, Relevant, and Safe

Letting members of your community submit their events, businesses, and announcements makes beneficiaries of everyone.



A Plan for Community Adoption

A community resource doesn't help anyone if no one knows it exists. Our specialists will continuously work with you on making your new resource a household name in your community.



One of the primary purposes of my job as Mayor is to help all of our residents stay active and engaged in our community. DiscoverDanbury.live is an out-of-the-box initiative that accomplishes this in the current technical age.

Mayor Mark Boughton of Danbury, CT referring to DiscoverDanbury.live, a CivicLift website.



We all want to be connected to one another and we all want to find out what is going on so that we can be a part of it, and CivicLift is that connector.

Rose Ponte, Economic Development Director of Farmington, CT

Think of CivicLift as...

Infrastructure for Community Engagement

CivicLift is more than a website; it's an aggregator and distributor of community content. It is infrastructure that connects residents to their town, business owners to their customers, and community leaders to their people. All of this, while accurately reflecting the "micro-culture" of your community.

civiclift

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(860) 840-7912

114 Vanderpoel Ave.
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06750



Free Wall, a Living, Hyper-Relevant Town Digest

A dynamic summary of the most popular and relevant content from within your community. It's like the front page of a newspaper that updates in real-time.



Events, a Community Calendar

An open calendar where both visitors and residents can explore what's happening on any given date, as well as submit and share events of their own.



Places, Explore Points of Interest

A community-driven business/places-of-interest directory that allows users to explore neighborhoods with an unparalleled overview of all it has to offer.



Headlines, Blog & Announcements

A single place to feature local bloggers, promote "hyper-local" news and announcements, give updates from City Hall, introduce new businesses in town, and more.



Flexible, Allowing for Scalability & Additional Functionality

Every community is different and we want to help you keep it that way. Our core features can be nicely complimented with customizations that make sense for your community.



Active Development = New Features

We are constantly improving the CivicLift platform with new features, marketing tools, re-engagement techniques, and more. Enjoy these new features as part of your subscription.

Announcing...

The Municipal Site Add-on

CivicLift is now providing web design and development services for official city and town municipality websites. We have aligned our core platform with a best-in-class content management system that allows your staff to easily update and manage your own site. Together with CivicLift's core features, it is the best of both worlds.