

Mayor's Task Force  
Work Group Minutes – May 10, 2010

Present: Tom Moore, Victor Liss, Steven Dyer and Bob Chaloux

Absent: Marc Ligas

Notes Taken:

Discussion with Bruce Alessie centered around our topic regarding “ what works well and what does not”, in town services and process that businesses follow in seeking to do business in Stratford.

The pertinent information I noted from our discussion with Bruce focused primarily on businesses utilizing commercial realtors to research business property available in Stratford, as well as, referring to State listing CERC (Ct. Economic Resource Center) and Bruce's own list of available properties.

The second area noted referred to Pre-Zoning Hearings that require “special case” public hearings and current Zoning regulations that may in some instances need clarity and modifications to enhance the process and eliminate unnecessary public hearings where justification of such public hearings is neither warranted nor beneficial to Stratford's interests.

Note/Suggestion:

Perhaps a follow up meeting with Gary Lawrenson to explore the zoning approval process may be of value relative to our objectives. Bruce mentioned that Gary had a matrix which we may want too inquire about. Also, it would appear that access to Inland & Wetland information, as well as, regulatory agencies involved for business approvals by businesses interested and the public might alleviate the complexities of turn key processes to town approvals.

-----  
Our second interview was with Ben Brayan COO for Board of Education.

Ben provided his personal observations of what he believed were important considerations in portraying/marketing Stratford to businesses, town employees and residents.

My notes relative to his comments are listed below:

1. Emphasized how important “day to day” customer service by town employees is, for those who receive town services.
2. Stratford provides many services that other surrounding communities do not provide.

Such services should be marketed appropriately to those wishing to relocate to Stratford either as new home owners or to establish their businesses.

Note/Suggestion:

a) We may want to identify specific services Stratford provides compared to surrounding communities and attempt to place a value on each and then forward our results to Marc to see what he could do with it as a marketing recommendation.

b) At the same time we could analyze those services that are done well and those that should require further analysis to determine whether they should be outsourced.

3. Emphasized the “Quality of Life” values that future residents and businesses look for in selecting a town should be marketed by Stratford, accordingly.

4. Mentioned that he had books that provided municipal benchmarking versus other communities which may be a resource for us.

5. Sharing communication with town employees by town officials would allow for more transparency.

6. “De-mystify the process”

7. Outsource what we should not be doing versus mission critical

8. Stratford is a mature built community.

9. Identify efficiencies versus inefficiencies.

10. Identify what services are included in our town's property taxes.

11. Determine how are we servicing:

- > Seniors
- > Culturally diverse community
- > K-12 students
- > Preschool youngsters
- > Etc., etc...

Last, but not least, I recall that Ben and/or Steve mentioned the “80/20” rule which I suggest we should use in following up and identifying those areas that we should focus our attention on.

2. Tom to request/schedule:

- a. Memo from Town attorney, Tim Bishop, regarding guidelines for task force members to follow.
- b. Meeting with Bruce Alessie and Ben Branyan

3. Bob to contact Mary Dean and schedule team meeting with her.

Open Item from previous meeting:

Steven to research Institute of Project Management site for guidelines to be used by task force.

Next meeting to be scheduled by Tom.

Meeting adjourned.

Recorded by Robert Chaloux

CC: Carol Cabral on July 28, 2010