

11/03/2016 MINUTES

**WESTERN CT ECONOMIC  
ADVISORY GROUP**

Held at the Comstock Community Center  
180 School Rd, Wilton, CT 06897

**MEMBERS**

Hal Kurfehs	VP Coldwell Banker Commercial, Brookfield Economic Development Commission
Lisa Mercurio	Business Council of Fairfield County
Joe Ercolano	Associate Director, CT Small Business Development Center
Eugene Schreiner	First County Bank

**ALSO ATTENDING**

Tom Long, Workplace Inc.; Betsy Paynter, Brookfield Economic Development; WestCOG staff members Elizabeth Esposito and Jon Chew.

**WELCOME**

The meeting was called to order at 12:30 PM by Associate Planner Elizabeth Esposito.

**PUBLIC PARTICIPATION**

There was no public participation.

**DISCUSSION**

Attendees discussed the presented data and ways to improve it. They also engaged in discussion concerning the next steps for the group.

- Review of Business Survey and Distribution Procedures
  - The group suggested improvements to the survey. General comments focused on providing an emphasis on business performance, and on factors the CEDS could influence. Suggestions also included a Spanish translation, and a more defined preamble.
- Selection of Focus Groups
  - After a discussion the group elected to hold a variety of Focus Groups over the coming months.
    - Real Estate
    - Health Services
    - Finance & Insurance
    - Workforce
    - Small Business & Entrepreneurs

- Education
- Business Support Organizations

Members are requested to send Ms. Esposito suggestions for whom they think would be a good fit to moderate the focus groups each of these topics. Suggestions for talking points for each group discussion are also welcomed.

- Review of Draft Regional Analysis
  - Members made specific critiques of various sections of the Regional Analysis and mentioned possible additions for the Analysis or a future Appendix.

### INFORMATIONAL ITEMS

**Survey Roll Out:** Taking into consideration the feedback on the survey, staff will prepare a revision and send it out for online review. All feedback must be received by 11/10/2016. The survey will go public 11/14/2016.

**Next Meeting:** The next meeting will be held in early December. The meeting will be an update on survey progress and focus group. Advisory Group members will be polled for their availability.

### OTHER BUSINESS

None

### ADJOURNMENT

The meeting was adjourned at 2:15 PM.