



CITY OF DANBURY
155 DEER HILL AVENUE
DANBURY, CONNECTICUT 06810

PLANNING COMMISSION*
www.danbury-ct.gov
*POCD Oversight Committee

(203) 797-4525
(203) 797-4586 (FAX)

**2023 PLAN OF CONSERVATION & DEVELOPMENT (“POCD”)
OVERSIGHT COMMITTEE MEETING MINUTES
DECEMBER 15, 2020**

The web based meeting hosted on Zoom was called to order by Sharon Calitro, City of Danbury (“COD”) Planning Director, at 4:03 PM.

Present were Oversight Committee Members Arnold Finaldi (PC Chairman), Joel Urice (PC Vice-Chairman), Helen Hoffstaetter (PC), Bob Chiochio (PC), Perry Salvagne (PC), Sharon Calitro (COD Planning), Jennifer Emminger (COD Planning), Matthew Cassavechia (COD Emergency Services), Richard Janelli (Board of Education), Ed Siergiej (Former Env./Lake Commission), Juan Rivas (ZBA), Timothy Nolan (COD Public Services), Candace Fay (ZC), Fred Visconti (City Council), and Vincent DiGilio (City Council). Also present from Fitzgerald & Halliday were Francisco Gomes, Rory Fitzgerald, and Marcy Miller and present from Lumi was Shane Altwies. Absent: Kevin Haas (PC), Gary Renz (PC), Roger Palanzo (COD Business Advocacy), Fernanda Carvahlo (COD Health), PJ Prunty (Chamber of Commerce), and Brigid Guertin (Danbury Museum & Historical Soc.)

Joel Urice motioned to accept the November 17, 2020 minutes, Fred Visconti seconded the motion and it was passed unanimously.

Sharon Calitro welcomed the Oversight Committee and turned the meeting agenda over to Francisco Gomes from Fitzgerald & Halliday (“FHI”).

Francisco briefly reviewed the agenda for the meeting, which included a discussion of the project schedule and status, branding concepts presented by Lumi, and the review of the public engagement plan.

Francisco detailed the work plan for the next 21 months, starting with the beginning stages of research, gathering data, reviewing pertinent reports, and mapping. The public engagement component will span the entire project and the development of the plan will begin in late summer, and the adoption of the plan in the late summer of 2022. Francisco introduced Shane

Altwies from Lumi and discussed their role in developing a strong message and laying the foundation for a campaign throughout the development of the Plan.

Shane discussed the branding concepts with the goal of having a logo that is functional, represented the direction of the plan, and which is unique and identifiable. He presented three logo concepts and described the thought process and symbolism behind each concept. Shane noted that in developing the concepts they wanted to make sure each logo would work across different formats and social media platforms. Francisco noted that the logo will be unique to the development of the Plan and will have a recognizable image. Committee members offered their thoughts on each concept. Francisco informed the Committee that they would take their feedback and continue to work with Lumi in developing additional concepts. Francisco then turned the presentation over to Marcy Miller from FHI to discuss the Public Engagement Plan.

Marcy outlined the approach towards public engagement and the importance of developing a Public Engagement Plan that refines the scope of participation to be responsive to the needs of the communities and to engage a wide audience. Marcy discussed the details and goals in the Public Engagement Plan which includes the development and launch of a project webpage, regular local media outreach, a social media presence, online surveys, pop-up events and public meetings. She also noted the importance of offering translation services to ensure involvement throughout the City's diverse community. Francisco and Marcy discussed that the Public Engagement Plan will be flexible throughout the process to ensure maximum participation and meaningful engagement.

Francisco then discussed the next steps and the team will continue to refine the public engagement plan and be prepared to launch once the project branding and messaging is confirmed by the Committee. The project team will begin early next month to engage its technical experts to collect information and data.

The January meeting will discuss the next steps including discussing the community identity and crafting a vision statement that will guide the Committee through the planning process. Francisco mentioned that the project team can share other examples of vision statements before the January meeting.

The 2021 meeting schedule was discussed and finalized to meet on the 3rd Tuesday of the month at 4 pm via zoom.

Sharon Calitro agreed to send the PowerPoint viewed at today's meeting to each committee member.

Arnie Finaldi made a motion to adjourn and it was seconded by Fred Visconti. Meeting was adjourned at 5:00 pm.