

**WILSON/ DEERFIELD ADVISORY COMMITTEE
(WDAC)
VIRTUAL MEETING
July 22, 2021
Regular Meeting**

APPROVED MINUTES

1. CALL TO ORDER

Chairman Alvin Bingham called the meeting to order at 7:10 p.m. Present were committee members Karen Zak, Kathleen Woodward, Kim McCloud, and Charles Jackson. Absent: Tyler Cote and Lakisha Hyatt.

Staff: Jim Burke, Economic Development Director; and Flavia Rey de Castro, Community Development Specialist.

2. PUBLIC COMMENT – None.

3. DISCUSSION ITEMS

a) Updates Neighborhood Cleanup Subcommittee

Rey de Castro indicated that the sub-committee had met twice already. She noted that these meetings have been placed on hold for the Health Equity sub-committee to meet and attain pending goals first. Rey de Castro then summarized the Neighborhood Cleanup Sub-committee's developments to date. She noted that the event will take place on September 18, from 10am – 12pm. She indicated that for outreach the group had decided to use yard signs, A-frame signs and fliers. She explained that the sub-committee was discussing possibilities for incentives but hadn't decided yet. She then noted that there were a few more detailed deliverables assigned to different group members and that these would be discussed on an upcoming meeting that would hopefully take place in early August. Woodward added that she was working on a flier and that she will seek sponsors for the event. Zak inquired about the types of sponsorships that the group is looking for. Woodward indicated that the group was looking for help with incentives for participants.

b) Health Equity Sub-Committee Updates

Rey de Castro explained that the group had met four times already and that they had developed different outreach methods including PSAs, yard signs, postcards, banners and fliers. She noted that the PSA is the most developed to date since a script had been developed and volunteers to be on it secured. She noted that Jackson will be in charge of the filming and that WinTV will do the video editing. She explained that the PSA will be promoted through WinTV, and the Town's social media. She noted that the group was hoping that all committee

members would share both videos and fliers through their social media as well. Jackson highlighted that he was currently meeting with several community leaders and that he was hoping to video them and include them in the PSA. He requested permission from all committee members to do this. All those who were present agreed. Rey de Castro then noted that the group was currently working on the design of other outreach materials and briefly explained the approach the group was taking for distributing postcards. Bingham asked that the sub-committee be mindful that many are overwhelmed with the vast amount of information available on the topic. Rey de Castro agreed and noted that the group's intention is primarily to make the information (of where to get vaccinated with the town) readily available.

4. ITEMS FROM THE COMMITTEE MEMBERS

No items raised.

5. STAFF REPORTS

Rey de Castro informed committee members of a series of workshops on high blood pressure hosted by the town's health department. She also reminded them of upcoming Block Parties hosted by the Youth Bureau. Rey de Castro then brought up the opportunity to connect with the community at one of these block parties indicating that if anyone was interested to contact her separately.

Rey de Castro informed members that the town is looking to collaborate with other agencies such as the National Park Service and Riverfront Recapture to develop a better connection between Kenney Park and the Windsor/Hartford Riverwalk. She also explained that the town is also collaborating with CT Rail Census, a University of Connecticut program that advocates for trail use statewide, to provide them with information on Windsor trails.

6. APPROVAL OF 5/27/21 MINUTES

Jackson moved to accept the 5/27/21 meeting minutes. The motion was seconded by Zak.
Motion passed 5-0-0

7. ADJOURNMENT

Zak moved to adjourn the meeting at 7:35PM.