

**CITY OF NORWALK  
SPECIAL COUNSEL SELECTION SUB-COMMITTEE  
AUGUST 6, 2018**

**MEMBERS IN  
ATTENDANCE:**

Tom Devine, David Westmoreland and William Speirs

**STAFF:**

Timothy T. Sheehan, Executive Director

**CALL TO ORDER**

The meeting was called to order at 3:35PM

**I. MINUTES**

A. Approval of Minutes of August 1, 2018 meeting.

**\*\* MR. WESTMORELAND MOVED TO APPROVE THE MINUTES OF THE  
AUGUST 1, 2018 MEETING OF THE SPECIAL COUNSEL SELECTION SUB-  
COMMITTEE.**

**\*\* MR. SPEIRS SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**II. BUSINESS**

**A. EXECUTIVE SESSION**

**\*\* MR. WESTMORELAND MOVED TO GO INTO EXECUTIVE SESSION AT  
3:41PM REGARDING DISCUSSION CONCERNING THE APPOINTMENT  
OF A LAW FIRM TO SERVE THE NORWALK REDEVELOPMENT  
AGENCY AS SPECIAL AGENCY COUNSEL, REPRESENTING THE  
AGENCY IN BOTH LITIGATION AND REAL ESTATE NEGOTIATION  
MATTERS PERTAINING TO THE WALL STREET PLACE PROJECT, ITS  
RELATED OWNERS AND DEVELOPERS, THE PENDING LITIGATION  
AGAINST ILSR & WALL ST OPPORTUNITY FUND, LLC AND THE LAND  
DISPOSITION AND DEVELOPMENT AGREEMENT BY AND AMONG THE  
CITY OF NORWALK, THE NORWALK REDEVELOPMENT AGENCY AND  
POKO-IWSR DEVELOPERS, LLC DATED NOVEMBER 14, 2007 AS  
AMENDED. THE SUB-COMMITTEE WILL INVITE INTO THIS SESSION  
INDIVIDUALS REPRESENTING THE LAW FIRMS BEING CONSIDERED  
FOR THIS APPOINTMENT.**

**\*\* MR. DEVINE SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**(EXECUTIVE SESSION FROM 3:41PM TO 5:22PM)**

B. Selection Sub-Committee vote on the law firm to be recommended to the  
Redevelopment Agency Commission to serve as Special Agency Counsel.

Mr. Sheehan said the Sub-Committee is prepared to vote on a recommendation for Shipman and Goodwin in the affirmative.

David Westmoreland said aye.

Tom Devine said aye.

William Speirs said aye.

### **ADJOURNMENT**

Upon motion of Mr. Devine and second of Mr. Westmoreland, the Special Counsel Selection Sub-Committee meeting was adjourned at 5:23 P.M.

**CITY OF NORWALK  
REDEVELOPMENT AGENCY  
SPECIAL MEETING  
AUGUST 6, 2018**

**ATTENDANCE:** Felix R. Serrano, Chairman; Commissioners Lisa Cooper, Tom Devine, William Speirs, and David Westmoreland

**AGENCY COUNSEL:** Marc Grenier, Esq.

**STAFF:** Timothy T. Sheehan, Executive Director, Sabrina Church, Assistant Community Development Planner

**OTHERS:** Paul Zullo and Tom Arbron of Silver Creative; Harold Cobin, Nancy on Norwalk; Justin Papp, The Hour

**CALL TO ORDER**

Chairman Serrano called the Special Meeting to order at 5:31 PM

**ROLL CALL**

Chairman Serrano noted that a quorum was present.

**PUBLIC PARTICIPATION**

No one came forward to speak.

**I – A. APPROVAL OF MINUTES**

A. Minutes of July 10, 2018 Regular Meeting

Mr. Westmoreland said on page three where it says “Mr. Westmoreland stated that he was disappointed that input was not sought by the Common Council”, it should read “Mr. Westmoreland stated that he was disappointed that input was not sought by Corporation Counsel.”

**\*\* MR. DEVINE MOVED TO APPROVE THE MINUTES OF THE JULY 10, 2018 REGULAR MEETING OF THE NORWALK REDEVELOPMENT AGENCY AS REVISED.**

**\*\* MS. COOPER SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

B. Minutes of July 30, 2018

**\*\* MS. COOPER MOVED TO APPROVE THE MINUTES OF THE JULY 30, 2018 SPECIAL MEETING OF THE NORWALK REDEVELOPMENT AGENCY**

**\*\* MR. SPEIRS SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**II.A. SPECIAL COUNSEL**

1. Approve Special Counsel Selection Sub-Committee’s recommendation of

Special Agency Counsel to represent the Norwalk Redevelopment Agency in both litigation and real estate negotiation matters pertaining to the Wall Street Place project.

Chairman Serrano thanked the Commissioners who volunteered for this task and for moving so quickly. He understands they have a report from the Sub-Committee.

Mr. Westmoreland said the Sub-Committee unanimously recommends that the Agency hire the firm of Shipman and Goodwin due to their depth of experience and previous work with the City.

Ms. Cooper asked what was it about Shipman and Goodwin that made them choose that firm?

Mr. Devine said he thought that Shipman and Goodwin would represent the Commission well and would be aggressive and take the action that they want them to.

Mr. Speirs said he asked them how they would educate the Commission and lead them through this process and move this project along, and he thought they gave great answers.

- \*\* MR. DEVINE MOVED TO APPROVE THE SPECIAL COUNSEL SELECTION SUB-COMMITTEE'S RECOMMENDATION OF SHIPMAN AND GOODWIN AS SPECIAL AGENCY COUNSEL TO REPRESENT THE NORWALK REDEVELOPMENT AGENCY IN BOTH LITIGATION AND REAL ESTATE NEGOTIATION MATTERS PERTAINING TO THE WALL STREET PLACE PROJECT.**
- \*\* MR. SPEIRS SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

Mr. Sheehan noted that the meetings of the Sub-Committee were noticed and minutes from the first meeting were approved and posted, and the minutes from tonight's meeting will be put into the Agency package for approval at the next meeting.

## **B. CONTRACTS**

1. Approve the budget for the marketing of the Micro-Transit Pilot Program in an amount not to exceed \$50,000; expenses to be assigned to Fund 115 (GGP Transportation Fund).

Ms. Church said the Redevelopment Agency, the City and the Norwalk Transit District are launching a Micro-Transit program, which is similar to Citywide Uber. It is an on-demand service that they will pilot for four months in order to educate the public about what the service is and to get a target audience of who would want to use the service. The initial marketing budget of \$25,000 funded the beginning stages of the marketing campaign. Upon further investigation of what audience they want to target and what people use this kind of service, they determined that the marketing campaign for the pilot needed to be expanded to include digital components, so there is now a social media campaign portion which includes Facebook, Instagram, Twitter and Snapchat to promote posts and deliver advertisements, there is a digital advertising component which will deliver banner ads and marketing messages that you see on your phone or when you are on Spotify that say to use the service,

and then the Influencer Campaign is designed to tap into an existing community of engaged followers on social media and are individuals that have influence over an audience you might be trying to reach to show that they are using the service so you should too. This multifaceted approach will help drive awareness of the service and encourage downloads of the app over the term of the pilot program. Silver Creative has provided a complete scope of work with a total budget not to exceed \$50,000 which will include the influencer campaign, the digital marketing, the social media and the bus wraps. The itemized costs of these items were included in the Commissioners' package.

Mr. Westmoreland asked is this what was called the circulator? Mr. Sheehan said the circulator was a fixed route service, so that you had to actually walk to a stop. This is more direct in terms of being able to get the service via your phone and it coming to your location and picking you up. The service will be in a defined area of both the West Avenue and East Avenue corridors up to Wall Street and down to the train station, and will happen only on Thursday, Friday and Saturday from 5:00 until 12:00 and on Sunday from noon to 5:00. It is basically to enhance the transportation options that are available within the urban environment in general, and is a cross between what is traditional public transportation service and a more direct service to your door.

The pilot is for a four month period. The Transit District has received budgeting for the operational funding for vehicles for a whole year. This program is actually the pilot program in terms of the software and things like that, and is being funded by the GGP Transportation account, but DOT and the Transit District are rolling out the pilot and supporting the actual costs in terms of the personnel, vehicles and the hard costs associated with installing iPads in the vehicles and getting the service operational. There is a cost of \$2 a person to use the service. The Transit District did not want to go below what traditional bus service costs, because obviously they wanted to ensure that they were not competing with the bus service. Doug Adams and John Charters of GGP have been informed of the budget and they are very excited about the program.

Chairman Serrano said he remembers from the presentation that there was some data mining done prior to launching the pilot program to know how many vehicles and how many stops, and asked how did that go. Ms. Church said the Transloc people, who are actually doing the service, ran a simulation which is like data mining, and tells you what is a successful program and what is an unsuccessful program, and shows you how many rides you need, how many vehicles you should optimally have and how fast the rides will be. They said that if 5% to 10% of the people in the area were to use the service, it would be a successful pilot. It is scheduled to start the second week in September right after the Oyster Festival.

Mr. Westmoreland asked wouldn't it make sense to wait until the mall is finished to do this so you would get good numbers pre and post mall? Mr. Sheehan said they looked at the metrics in terms of people that are living in these areas and what would be the utilization rate of the vehicles, and they ended up with very positive numbers from a pure number standpoint as a good pilot program. He thinks they wanted to do this during the timeframe that the mall is under construction to work out all the kinks associated with the pilot, but he didn't get a sense from the Transloc people that there was a concern that the buses would not be populated.

Ms. Church said they ran different scenarios which showed how much time it is going to take and how many people will probably be on the bus at that time, and it was around eight in most scenarios.

Mr. Speirs asked how do you price things out if you don't know how many influencers and how are you going to find the influencers? Paul Zullo from Silver Creative said they are using a service located in Norwalk that actually sources the influencers. They are talking about local people who know 50 people that have 200 people on Facebook and the people follow them. It is called micro business.

Mr. Speirs asked but how do you put a price on Joe Bob that has 2500 followers in the City of Norwalk?

Mr. Arbron said basically they drop hints on businesses all over the city – restaurants, bars, retail stores – and they are able to tag the phones of everybody who has been in those establishments over the past couple of months. It's really like hundreds of apps, wherever they are they can serve.

Chairman Serrano said if there are no other questions, he will entertain a motion on this item.

- \*\* MR. SPEIRS MOVED TO APPROVE THE BUDGET FOR THE MARKETING OF THE MICRO-TRANSIT PILOT PROGRAM IN AN AMOUNT NOT TO EXCEED \$50,000; EXPENSES TO BE ASSIGNED TO FUND 115 (GGP TRANSPORTATION FUND).**
- \*\* MR. DEVINE SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

#### **ADJOURNMENT**

Upon motion of Ms. Cooper and second or Mr. Devine, the Norwalk Redevelopment Agency meeting was adjourned at 5:47 P.M.