

**Board of Finance  
Survey Subcommittee**

TOWN HALL  
238 Danbury Road  
Wilton, CT 06897

203-563-0114



Richard Creeth  
Deborah McFadden  
Deborah Low  
Sally Poundstone  
John Kelly  
David Rothstein

Board of Finance Survey Subcommittee  
Tuesday May 22<sup>nd</sup>, 2018  
7:30 pm  
Comstock Community Center (Room 31)  
Minutes

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BY: LK

Present:- Richard Creeth, Deborah McFadden, Deborah Low, John Kelly, David Rothstein  
Absent:- Sally Poundstone

Richard opened the meeting at 7:35pm. A motion was made, seconded and unanimously passed (5-0) to approve the minutes of the March 28<sup>th</sup> meeting.

The committee discussed the scope and approach of the survey. In the context of the recent 13% voter turnout at the annual Town Meeting, it was agreed that analyzing the reasons for the low turnout was outside the scope of the survey, but the committee did agree that a single question asking participants why they thought people did not participate would be appropriate.

There was discussion of the budget for the cost of the survey. David Rothstein said that his firm could do a lot of the technical work of putting the survey on-line provided he was reimbursed for out of pocket costs such as hosting. Richard thanked him for his generosity.

The survey would be anonymous, and controls would be in place to eliminate duplicate submissions. The goal would be to get response from at least 500 households. To drive responses, we would start with a media campaign. The possibility of starting with a mail campaign was also discussed providing a budget can be found. As responses came in we would monitor the demographics. We would then target additional participants from under-represented sectors using Social Media, phone campaigns, and major events such as the November elections.

There was extensive discussion about the scope of the survey and the consensus was that the survey should focus on the financial priorities – school budget and major selectmen's budget items. Amenities, both existing and desired, as well as planning and economic issues are covered by other surveys such as the POCD survey.

It was agreed that we would summarize our recommendations for a presentation to the Board of Finance at an upcoming meeting.

The meeting was called to a close at 9:28 pm.