

Wilton Economic Development Commission

Present: Peter Gaboriault (Chair), John Wilson (Vice-Chair), Lee Wilson, David Clune, Chris Fuentes, Keith Rodgeron

Invited Guests; Marge Corrado , McNeil Johnston

Meeting called to order at 7:15 PM by Chairman P.G.

Meeting Minutes

Chris F. presented the web developments to date. Showed 2 versions of landing page. Passed out web layout. Will send links to Award winning EDC websites for comparisons.

Web site should appeal to CEO and other company personnel locating to make the decision but CEO, CFO will be involved in buildings the size Wilton is offering. Make sure realtors, HR people, lawyers are knowledgeable about the WEDC site.

Page of success stories- connect with local businesses that are happy to be here in Wilton.

WordPress.org economical solution for website. User friendly plug-in, safe, secure and free. Interface is simple but still some learning curve. But as easy as any worth considering. Makes maintenance good and reliable.

Discussion on the design and selected "At Home in Wilton" with related images.

Discussion on costs associated with website maintenance estimates included; URL~ \$ 12K/yr, Content ~ \$ 800-1,000/month. Mac offered to work on the webpage for a favorable rate of \$75/ hr roughly \$ 400/month. Still needs content manager for new content management in addition. Needs someone to be site manager and would tell Mac what needs to be changed and provide photos and documentation. Need list of people volunteering for page contributions.

Chris to play with layout to incorporate the preferred images, slider and search options. Prefer green background to the blue. Will send link to sample page. Chris to contact Library regarding photographers. List of photos we'd like. People, sports, events, parades etc. ~15-25 pictures. Make a shot list of preferred photos.

Keith offered to work on the photos with Chris. – John has images of Ambler if they'd be helpful.

David Clune reviewed approximate annual costs. Discussed Cloud based software, server, security with files etc.

Event hosting ideas to attract businesses, realtors and interested people annual event and business events Economic Development News. Development breakfasts etc. Fairfield does this . Pay for one others pay for 2. \$ 50-70/ person ~ 200 people. Try 2 small events- Spring and Fall. Maybe partner with Chamber of Commerce to attract people.

Suggestion to view the website: SACOC (Stamford Area Chamber of Commerce) Paul Timpenelli director of Bridgeport Regional Business Council Economic Development.

Memberships in area groups will help with our knowledge base. We need a hunter to find businesses. Not sure who that is or what they'd look like- -retired exec.? Discussions on who may be best to do that.

Meeting adjourned at 8:55 PM