

Wilton Economic Development Commission

Meeting Minutes January 14, 2015

Present – Chris Fuentes, John Wilson (Vice Chair), Robert Sabo, Dave Clune

Meeting Minutes

Meeting was called to order at 7:20

Minutes from last month's meeting were reviewed and approved.

Peter and Chris met with Bill Brennan to review the website. Chris stated Mr. Brennan was pleased with the progress made and the design of the website. He suggested the EDC get on the Board meeting in January to review progress and present the website and EDC strategy. Mr. Brennan also wanted to have the EDC discuss a budget for the new year. Dave Clune mentioned that \$20,000 was set aside in the draft budget so far. Chris said Bill Brennan is seeking recommendations on future plans backed by a budget proposal.

Website – Chris has received pictures from several sources including the Villager and Annie Cole who is a photographer to help with pictures. The members reviewed sample pictures for the website. The site could include restaurant lists and pictures. We need more pictures of office building space in town, large and small. The EDC members need to submit any picture ideas showing the places that make Wilton special and give it its unique character. Videos are also needed highlighting business and other aspects of Wilton life. A good picture would be Wilton Town Center at night showing an attractive streetscape.

Each member has to submit a bio with 2 or 3 paragraphs. We agreed that a group shot of the EDC would be better than individual pictures.

The members reviewed the Wireframe and discussed completing the content. Dave mentioned linking articles on the EDC, Wilton or things like the Times article on living in Wilton to include on the website. Bob also discussed linking to the Connecticut Economic Development Council - CEDC website for town profiles and general economic information. They also offer a service called Site Finder that keeps lists of available space and property. The linking is free but we can subscribe to Site Finder for \$550. Dave Clune said we can be members of the CT Economic Development Association for \$200.

The members agreed to target a fairly complete draft of the website by before Feb. 2 Board of Selectmen meeting. We need to have the draft by January 24.

Budget

Dave presented a budget for discussion as well as a position description for an Executive Director. First discussion was on the cost of updating and maintaining the website. Basic maintenance should not be more than \$3500 per year. This is for basic maintenance and not content management. Chris also mentioned the need for search engine capabilities such as key words and tags. He estimated we should

include \$3,000 or more under the category of Search Engine Optimization. As for content maintenance, Chris recommends 10 updates per year at about \$7500 (using a rate of \$50/hour). Round up to \$15,000.

Also include \$1500 total for memberships in the CEDC and CEDAS.

Also include \$1,000 for a service like PR Newswire to keep our name in the internet etc.

Include \$5,000 for Outreach activities including travel. Events would include a Spring and Fall event for 200 people – Total of \$5,000.

We had a discussion on whether to include part or full time staff this year. All agreed we should more fully develop our strategic plan and do more research on what the staff would do. We should put in enough money to fund a part time staff director for half the year.

Bob Sabo did some research on other town EDC budget and staffing levels. (see attached spreadsheet).

Other Issues

Chris mentioned building a database of people and organizations the EDC can work with.

John Wilson had discussions with Bob Nerny and Chris Hulse to discuss issues of cooperation and planning with the EDC and how we can work together. They invited us to one of the next meetings of P&Z.

Meeting was adjourned at 9:10 PM

Submitted by Robert Sabo