

## Wilton EDC Meeting Minutes February 11, 2015

Attendees: Chairman Peter Gaboriault, Lee Wilson, Chris Fuentes, Robert Sabo and Keith Rodgerson

Meeting was called to order at 7:17.

First order of business was to review progress on the website specifically content. Bob Sabo and Chris Fuentes drafted content and arranged it to conform to the website design.

The EDC reviewed the available pictures. More are needed. The content was reviewed. Items to be completed including:

- Confirm the contact phone number using Bob Nerney as the first point of contact.
- Rewrite Wilton at glance with summary figures – Bob Sabo
- Edit Why Wilton works section to make it more concise – Bob Sabo
- Business Success stories need to be created. Peter will contact Breitling, Chris will reach out to Blue Buffalo, and Chris will contact Cannondale. The goal is to develop short information items on why they picked Wilton. Tauck Tours is a newcomer and will make a good candidate. Keith Rodgerson will contact them.
- Lee will review the list of companies for the company list site. Chris has a list and will send it to Lee for review.
- List of commercial real estate firms. Lee developed a list for the other website. We will use that information for the new website.
- Need an item for the initial press release in the WEDC news section. Topics include expansions in Wilton like ASML and Breitling. Website launch is another topic. There was discussion on updating news and keeping it current as this is important to keep the site relevant for search engines. Chris will write the first article.

Chris will review list and send to Bob. Then we need to send it to the entire EDC for final input and comment. This needs to be back from all by Sunday February 15. Chris will send it to the web developer. Peter will then review it with Bill Brennan as soon as the website draft is complete.

The meeting was adjourned at 8:04 PM