

WILTON EDC MEETING MINUTES

April 20, 2016

In attendance: Peter Gaboriault (Chair), Peter Hubbard, Vivian Lee-Shiue (Vice Chair), Lee Wilson, Jennie Wong (Secretary/Treasurer)

Guests: Lynne Vanderslice, Michael Kaelin, Lori Bufano, Dave Clune

Absent with notice: John Wilson, Robert Sabo, Keith Rodgerson (tendered resignation)

Absent without notice: Chris Fuentes

- 1) Mr. Gaboriault called the meeting to order at 7:19 pm
- 2) Upon motion made by Ms. Lee-Shiue, seconded by Mr. L. Wilson, the March meeting minutes were unanimously approved.
- 3) Old Business:
 - a) Ms. Lee-Shiue showed a draft of the business survey for small businesses in town. The first part of the survey relates to feedbacks on conducting businesses in Wilton (SWOT analysis) while the second part consists of questions from Elaine Tai-Lauria, Director of Wilton Library, to address how the Library can serve small businesses. Ms. Lee-Shiue discussed a second survey for qualifying residential brokers in town. The goal of the survey is to understand the drivers for entry and exit of Wilton residents. It was ultimately decided that the survey will be open to all residential brokers. Ms. Lee-Shiue discussed the on-going effort to analyze Grand List and demographic trends.
 - b) Ms. Wong reported that the Marketing working group (which consists of Mr. Phil Lauria, Ms. Lee-Shiue, and Ms. Wong) has met multiple of times to exchange ideas and define a framework. The results from EDC's analytic surveys would be the basis for EDC's marketing plan. Mr. Gaboriault reminded that the Energy Commission plans to collaborate with the EDC and that the two groups should synchronize the marketing message.
 - c) Ms. Vanderslice made a recommendation for the CERC training to be postponed from June to September. Ms. Wong volunteered to be the coordinator.

- d) Mr. Gaboriault reported that Land's Trust is deliberating an early handover of 14-acres of land within Schenk's Island back to the Town. Ms. Vanderslice discussed a multi-year proposed plan by Mike Conklin, Director of Environmental Affairs, to rehabilitate the land and convert parts of the property into park, recreation, and playground area with the goal to draw in traffic into Town Center.
 - e) Ms. Wong reported that EDC representatives presented at the Chamber of Commerce's monthly meeting in March. Also representatives of the EDC and Wilton Library met to discuss ways to collaborate to attract small businesses and visitors. Discussion on the Library's great facilities and special events ensued.
 - f) Ms. Lee-Shiue presented the town guide and map that she put together for the "Youth Lacrosse" Event held on April 17. The guide was posted on the demo website (not the official EDC site) and the link was email blasted to the event participants. The EDC would voluntarily provide this guide if the organizer and the Chamber do not have one ready. Ms. Lee-Shiue walked through the EDC demo website on the screen. Ms. Vanderslice requested "About Wilton" be consolidated into the official Wilton Town website.
- 4) New Business:
- a) Mr. Hubbard introduced a not-for-profit organization called "studymycity." Its service, which is free, can be helpful for the town's economic development.
- 5) Other:
- a) Ms. Lee-Shiue explained that the next EDC forum had been set for June 8 at the Library but raised concerns of inadequate topics for a full session. After some deliberation, it was decided to postpone the forum to fall.
- 6) Open Discussion:
- a) Ms. Vanderslice brought up an opportunity for the EDC to study and make recommendations for a town-wide Signage Policy.
 - b) Ms. Vanderslice provided updates on potential new developments including applications by I-Park in DE 5 and 10 zones to allow for a Hotel and increase of building height. The public hearing will occur on May 9. There is a pending application by ASML for a 3-story parking garage. There have been inquiries for property located on 30 Danbury Road, Young's Nursery, the Commonfund Building, Cannondale/Pimpewaug, and Wilton Center.
- 7) With no further business, the meeting adjourned at 9:10 pm.