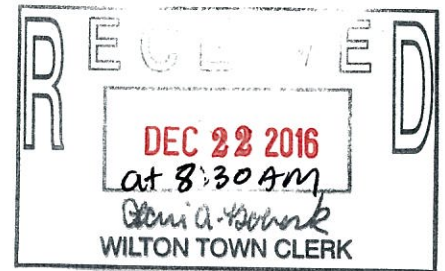


Wilton Economic Development Commission  
Wednesday 12/14/2016 7:16pm  
Meeting Minutes



The meeting was called to order at 7:16pm by Brad Unger

Attendees: Brad Unger, Dan Berg, Gil Bray, Jim Jarvie, Tracy Serpa, John Wilson, Jennie Wong, Phil Lauria

Absent with Notice: John Clasby, Vivian Lee-Shiue, Peter Hubbard, John Kelly

- 1) Approval of Minutes from 11/9/2016 meeting: John Wilson made a motion to approve the minutes, Jennie seconded. The motion was unanimously approved 8-0.
- 2) Special Guest – Mark De Pecol – Was to attend but needed to cancel at the last minute will attend in January.
- 3) Old Business:
  - a. Community Outreach
    - i. Bonfire summary: attendance estimated at 150, cost about \$300 which is \$50 under budget. Recommendations:
      1. Need more WEDC volunteers for control and refreshments (3)
      2. Involve town restaurants and merchants in the event
      3. Create a WEDC banner to be used at events
      4. Develop flyer or pamphlet to be available at events
    - ii. Winter in Wilton: successful but no count on attendance. Points to the need to develop measurement goals prior to an event. In planning each event first ask the question “Does it align with our mission?” “Does it celebrate the Center?”
    - iii. Other outreach events
      1. Job fair...other ideas?
      2. EDC members asked to think about ideas for outreach. To be discussed at the next meeting.
  - b. Project updates and next steps
    - i. Marketing working group:
      1. Video – 80% to 90% of footage complete.
      2. Storyboard – to be worked on for the next meeting
      3. WHS – will take a first cut at creating the video from the storyboard
    - ii. Digital strategy
      1. Update at the next meeting. Material will be sent to members.
    - iii. Route 33 bridge update:
      1. On hold pending Lynne and Bob investigation.
    - iv. Initiative to increase the hours of operation for restaurants
      1. Vivian to report at the next meeting.
  - c. Merwin / Schencks committee update
    - i. Nothing to report yet
  - d. Summary of discussion with the BOF over the survey

- i. Vivian and John to present at our January meeting.
    - e. CERC discussion
      - i. Next steps to be discussed at our next meeting
- 4) Special Guest – Amy Curran from CGI Communications:
  - a. Purpose: to present CGI capabilities to create attractive town video to run on their website with a redirect from the Wilton website. No charge.
  - b. No charge to town, CGI earns revenue from town merchants and restaurants paying for placement on the website.
  - c. Have created videos for 5 or 6 towns in CT with a few in Fairfield county.
  - d. Pros and Cons discussed
- 5) New Business
  - a. Initiate Rapid Response unit:
    - i. John Clasby is the heading this initiative and will report at the next meeting
    - ii. Ideas discussed concerning role and structure. Sun Products is an example of losing a local business to Stamford but still having the opportunity to attract employees relocating from Phoenix area. Best to work through local real estate firms rather than company HR unit or relocation company.
    - iii. Project: speak with local real estate firms to see what additional information they could use to position Wilton as the most attractive relocation town in Fairfield county.
  - b. Initiation of Signage Working Group:
    - i. Vivian to reach out to P&Z and update at our next meeting
- 6) Open discussion
  - a. Sun Products and employee relocation. What role can the WEDC fill. See discussion above.
- 7) Adjournment: Dan Berg made the motion to adjourn the meeting. Jennie Wong seconded the motion and the vote was unanimously carried 7-0. The meeting was adjourned at 9:15.