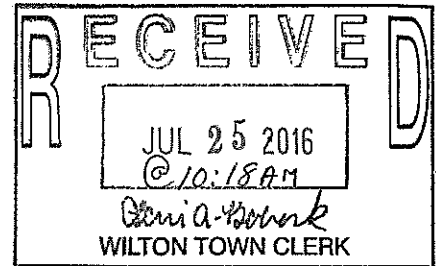


WILTON EDC MEETING MINUTES

July 13, 2016



In attendance: Gil Bray, Peter Hubbard (attended after item 4.a), Vivian Lee-Shiue (Vice Chair), Jennie Wong (Secretary/Treasurer)

Absent with notice: John Wilson

Guests: Lori Bufano (Selectman)

- 1) Ms. Lee-Shiue called the meeting to order at 7:19 pm.
- 2) Upon motion made by Ms. Lee-Shiue, seconded by Ms. Wong, the June meeting minutes were unanimously approved.
- 3) Ms. Lee-Shiue moved to resign from her position as a Vice-Chair. The Vice-Chair post will remain open to allow incoming new members' inputs. Mr. Bray moved to nominate Ms. Lee-Shiue as the new Chairman of the EDC, seconded by Ms. Wong.

Ms. Bufano updated the Commission on the current process to select and appoint members of Town Commissions. She discussed that the Board of Selectmen is considering inputs from the Public in forming a formal process.

- 4) Old Business:
  - a) Ms. Lee-Shiue recapped the Analytics Survey Part 1 Presentation and the subsequent media coverage. Ms. Lee-Shiue discussed the next steps for the members of the Analytics Team who are verifying figures and facts included in Part 2. Discussion ensued on timing for presenting Part 2, in relations to the Town Calendar and Budget process.
  - b) Ms. Wong reported that the Marketing working group conducted filming on two separate occasions. The first was on June 18, interviewing two local small business owners, as well as State Senator Tony Boucher, Dr. Kevin Smith (School Superintendent), and Bruce Likely (Chairman of the BoE). The videographer also filmed the High School Graduation ceremony. The second filming was to film various July 4<sup>th</sup> events in Town. Ms. Wong reported that she is collecting the footage using a portable hard drive. Ms. Wong discussed options available to store video footage on a secured cloud server to allow multiple authorized users. She mentioned that Datto offers free storage for the first terabyte worth of data. Ms. Lee-Shiue moved to sign-up the free account with Datto while more research on different providers, to prepare for if and when the

storage exceed the free limit, will be conducted. Ms. Wong seconded, and the motion was unanimously passed.

- c) Ms. Lee-Shiue mentioned there has been no new update on the Signage Working Group.
  - d) Ms. Wong reported that while the final FY 2016 expense report is still in progress, she estimated (based on invoices she has approved) that the spending for fiscal 2016 will be about \$5,000, which is significantly lower than budgeted (\$35,000) and forecasted (\$10,000).
- 5) New Business
- a) Discussed hosting a Fall Forum for the public in presenting the Analytic Survey Part 1 and 2. Ms. Lee-Shiue moved to hold the Fall Forum on September 28. Ms. Wong seconded and the date for the Fall Forum was unanimously approved.
- 6) Open Discussion:
- a) Recapped the parameters used to boost the Facebook EDC's business spotlight and the increased traffic resulted from the boosting.
  - b) Discussed outreach efforts by hosting breakfast networking events for small business owners, residential, as well as commercial brokers.
- 7) With no further business, the meeting adjourned at 8:06 pm