

WILTON EDC MEETING MINUTES

June 8, 2016

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

Guests: Lori Bufano (Selectman), Lynne Vanderslice (First Selectwoman), Diane Dewitt (Analytics Team), John DiCenzo (Analytics Team), John Kelly (Analytics Team), Bert Schefers (Analytics Team)

- 1) Mr. Gaboriault called the meeting to order at 7:17 pm.
- 2) Upon motion made by Mr. J. Wilson, seconded by Mr. L. Wilson, the May meeting minutes were unanimously approved.
- 3) Old Business:
 - a) Ms. Lee-Shiue introduced the members of the Analytics Team who have all contributed significant amount of time and effort for this study. She informed that they would present to the Board of Selectmen on June 20. The team made a preliminary presentation and would incorporate feedback into its final presentation. Ms. Lee-Shiue presented the approach of its business and residential surveys. The results of the surveys along with data that were collected and mined (i.e. MLS, Grandlist, Census data) were analyzed using the SWOT method. (See attachment).
 - b) Ms. Wong reported the progress on the marketing working group's video project. The group engaged two volunteers who would film around the Town. The first volunteer would film aerial views of the Town, while the second volunteer would shoot B-Roll, still pictures, and men-on-street interviews. The Group also contracted with It's Relevant, a Norwalk-based Video Production and custom TV network Company to film the Memorial Day Parade. The scheduled filming was canceled due to adverse weather conditions and rescheduled to June 18, with the first two hours to film testimony of Wilton's residents and small business owners and the remaining on High School graduation ceremony. Ms. Vanderslice suggested using the Company for July 4th event instead. She clarified that since we have contracted with the Company before June 30, the service will be deemed to be for fiscal year 2016.
 - c) Ms. Lee-Shiue showed a demo of Business of the Week Profile on EDC's Facebook Page and how she targeted the audience when boosting the profile. She reported that profiling has helped these businesses getting more inquiries. Mr. J. Wilson suggested ways to raise EDC profiles on Search Engines such as writing blogs/articles on EDC's own

website and other social medias such as LinkedIn. Ms. Lee-Shiue confirmed that our website has a search engine optimization built-in.

- d) Mr. Bray discussed the Energy Commission's goal to conduct study on energy efficiency of public buildings in town, in partnership with Wilton Go Green. The goal is for the Energy Commission (EC) to form a cohesive strategy and recommendations. Mr. Bray informed that Ross Solar has secured between 32-37 solar panel contracts, which doubled the number of residential with solar panel. Ross Solar would help the EC to apply for smaller Eversource Zero Emission Renewables Energy Credits that are still available. If successful, it will lead to low cost financing that can be used for public projects in Town. Mr. Bray announced that the EC has nominated Ms. Christine Lampert-Onnerud to EDC's Marketing working group.
- e) Ms. Lee-Shiue has initiated contacts with relevant Town Officials about forming a Signage Working Group. She discovered that similar studies (including an independent study by Megan Abrahamsen, the Blue Star Bazaar owner) have been done in the past. Ms. Lee-Shiue planned to review these studies and decide whether to go with the recommendations that are already there or go ahead with a working group.
- f) Ms. Wong provided the 2016 spending YTD versus Approved Budget allocation. The website maintenance expense came in significantly lower than previously forecasted. Ms. Wong proposed that \$750 be reduced from Website Maintenance and instead allocated to cover for administrative and incidentals. Ms. Lee-Shiue made a motion to pass the new allocation, Mr. J. Wilson seconded and the motion was unanimously passed. (At this point, Mr. Hubbard excused himself to depart the meeting).

Ms. Wong showed the proposed allocation for FY 2017. Mr. L. Wilson objected to the proposal indicating lack of overall strategies and details at this point. Discussion ensued and it is agreed that the Commission would first set goals for the next twelve months and the specific budget would follow.

- g) Ms. Wong informed that she used the latest Tax Records as the input for Studymycity, with the hope that we have sufficient data for the Organization to provide a complimentary business-to-business network mapping.

4) Open Discussion:

- a) Mr. Gaboriault and Mr. L. Wilson announced that they would not seek reappointment after their terms end on June 30. As such there are five spots open for the EDC. Mr. Gaboriault emphasized the importance of getting the time commitments from future members and suggested that the Commission could benefit from a member with extensive Commercial Real Estate experiences.

5) With no further business, the meeting adjourned at 9:21 pm.