

## WILTON EDC MEETING MINUTES

March 9, 2016

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

Absent with notice: John Wilson, Robert Sabo, Keith Rodgerson

Absent without notice: Chris Fuentes

- 1) Mr. Gaboriault called the meeting to order at 7:21 pm
- 2) Upon motion made by Mr. Gaboriault, seconded by Ms. Lee-Shiue, the February meeting minutes were unanimously approved.
- 3) Ms. Lee-Shiue referred to the EDC's published strategic recommendation to form a Rapid Response Team with the objective to address the urgent needs of businesses coming into town and local businesses looking to expand. Discussion on the composition of RRT ensued. Mr. Gaboriault and Mr. Wilson volunteered to be part of the RRT. WEDC webmaster would be tasked to set up an inquiry form that would be automatically sent to the RRT.
- 4) Old Business
  - a) Ms. Lee-Shiue provided a recap of her presentation to the Board of Selectmen on February 16 on WEDC's Proposed Budget and Quarterly Update. Subsequently, the Board of Selectmen decided to keep the budget at \$35,000. Ms. Vanderslice explained the rationale.
  - b) Ms. Lee-Shiue provided an update on the analytics survey project. The team has sought inputs from real estate brokers and prepared a list of questions. Two interested high school seniors are being considered as interns to assist with the data gathering and mining. The list of questions will be distributed among commissioners in the next meeting.
  - c) Ms. Wong provided an update on vetting for potential outside consultants for the Community Branding project. This vetting process was decided in prior meetings, before the budget was finalized. She reported that the taskforce has spoken with four consultants for a preliminary discussion. Given the final budget and new directions, the vetting process is suspended; instead a voluntary marketing working group will be formed.

- d) CERC Training item was skipped due to Mr. Rodgerson's absence.
  - e) Ms. Vanderslice advised that hiring an outside grant writer is outside of the Commission's scope; however the EDC is not precluded from retaining a grant writer with Mr. Nerney's involvement, provided the EDC has the budget for it.
  - f) Ms. Lee-Shiue proposed improving the EDC's website and will send a link to the demo website.
- 5) New Business
- a) Ms. Lee-Shiue reported meeting with Mr. Mark Ketley and Ms. Debra Hanson of Wilton Chamber of Commerce, together with Ms. Wong, on February 18. The meeting was to open a dialogue between the Chamber and the EDC and discuss areas of collaboration such as partnering on websites, branding efforts, and joint marketing of town events.
  - b) Mr. Gaboriault discussed the interest by the Energy Commission to collaborate with the EDC on branding the Town based on the town's record for clean energy and solar initiatives. As a Board member of Wilton Historical Society, Mr. Gaboriault brought up opportunities to collaborate with the Society.
- 6) Other:
- a) Discussed pending sale of Young's Nursery: including interest from prospective buyers, existing zoning on the property, and infrastructure.
  - b) Ms. Lee-Shiue and Mr. Clune discussed efforts to generate maps to promote relevant local businesses (i.e. deli and other lunch places) during Wilton Youth Lacrosse tournament on April 17, expected to bring in sizeable visitors. The maps could be included as a link and blasted in emails to the tournament participants.
  - c) Ms. Lee-Shiue discussed the presentation given by Ridgefield EDC and Chamber of Commerce on February 29. Ridgefield EDC engaged International Insight to conduct a study on Ridgefield downtown parking challenges and SCRE Advisors to study and make recommendations on its current downtown retail situation.
- 7) With no further business, the meeting adjourned at 9:20 pm.