

## WILTON EDC MEETING MINUTES

May 11, 2016

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

Guests from the Energy Commission: Richard Creeth (Co-Chair), Debra Thompson-Van (Co-Chair), Patrice Gillespie, Christina Lampe-Onnerud, Glen Hemmerle

Absent with notice: Peter Gaboriault and Lee Wilson

- 1) Ms. Lee-Shiue called the meeting to order at 7:20 pm. She announced the resignation of Keith Rodgeron, Robert Sabo and Chris Fuentes and the appointment of Gil Bray.
- 2) Upon motion made by Ms. Wong, seconded by Mr. Hubbard, the April meeting minutes were approved. Mr. J. Wilson abstained as he was not present at the meeting.
- 3) Mr. Bray presented Wilton Energy Commission's mission, accomplishments (i.e. Solarize Wilton) and partnership with Wilton Go Green. The goal of this presentation, as attached, is for the two Commissions to leverage on the Town's leading clean energy reputation in pursuing sustainable economic developments. WEC proposed collaborating with EDC in branding the town along its "clean energy" reputation. Ms. Lee-Shiue invited a member of the Energy Commission to participate in EDC's marketing working group.
- 4) Old Business:
  - a) Ms. Lee-Shiue provided an interim update on business survey, ending on May 20, and survey for residential realtors. Ms. Lee-Shiue promoted the business survey post on Facebook at a daily minimal cost to improve response rate. The result of these two surveys along with the recommendations will be on the June meeting agenda and formally presented to the Board of Selectmen at the end of June.
  - b) Ms. Wong stated that the marketing working group is working on a video production project, with the purpose of promoting the town of Wilton. The group has initiated dialogues with a local video production company for preliminary ideas. Ms. Lee-Shiue mentioned the need to contract a video professional to capture footages of the upcoming Memorial Day Parade.
  - c) Ms. Wong confirmed that the complimentary CERC training has been scheduled for September 14 at 7 pm at Comstock Center.

- d) Ms. Wong and Mr. Hubbard jointly introduced “Studymycity” organization. Ms. Wong communicated with Studymycity’s founder who offered to map the Town’s Vendors List for free. Ms. Wong volunteered to obtain the list and coordinate.
- 5) New Business:
- a) Ms. Lee-Shiue proposed profiling businesses on EDC’s Facebook page in the order of their response to the business survey. EDC would boost this Facebook Post on a set budget. The businesses provide a write-up of the profiles along with any pictures. Mr. J. Wilson suggested profiling on a bi-weekly or monthly basis instead of weekly.
- 6) Other:
- a) Ms. Wong presented the approved 2016 Budget Vs. YTD Spending and Forecast (attached). Ms. Lee-Shiue mentioned anticipated website upgrade and the fee involved will be similar to the website setup fee. The total amount approved for EDC website maintenance is deemed adequate. Ms. Lee-Shiue proposed moving \$2,250 from the Spring Event that is postponed, to Marketing and Professional Service category bringing the total marketing budget to \$5,750. \$5,000 is allocated for the video production project and the remainder for boosting social media posts. Mr. J. Wilson made a motion to approve, seconded by Ms. Wong, and the motion was unanimously approved.
  - b) Ms. Wong presented fiscal 2017 proposed allocation which largely followed the allocation from 2016. Mr. J. Wilson requested an allocation for breakfast outreach events. Ms. Lee-Shiue made a motion to amend the proposed allocation, moving \$3,000 from marketing to outreach, Mr. Hubbard seconded, and the motion was unanimously approved. (See attachment).
- 7) Open Discussion:
- a) Discussed the liquor license that is available for restaurants in Wilton versus the café license commonly held by Norwalk restaurants.
  - b) Discussed the visit made by Ms. Lee-Shiue and Ms. Wong to 10-20 Westport Rd. The host, William Montage of Cushman Wakefield suggested that relaxing parking restrictions and access to train stations (i.e. shuttle) are keys to improving vacancy rate.
  - c) Ms. Lee-Shiue reminded that all current Commissioners, with the exception for Mr. Hubbard, are up renewal soon. Existing commissioners seeking re-appointment should send requests directly to the BoS.
  - d) Discussed the formation of a signage working group to study local signage needs and benchmarking with other towns. Mr. J. Wilson agreed to lead this group.
- 8) With no further business, the meeting adjourned at 9:35 pm.