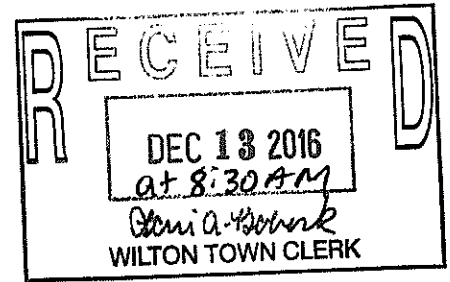


Wilton Economic Development Commission

Wednesday 11/30/2016 7:15pm
Meeting Minutes



The meeting was called to order at 7:17pm by Vivian Lee-Shiue

Attendees: Dan Berg, Gil Bray (arrived at 8:30pm), Jim Jarvie, John Kelly, Vivian Lee-Shiue, Peter Hubbard, Tracy Serpa, Brad Unger, John Wilson, Jennie Wong
Absent with Notice: John Clasby, Phil Lauria

- 1) Approval of Minutes from 11/9/2016 meeting: Dan Berg made a motion to approve the minutes. John Wilson seconded the motion. The motion was unanimously approved 8-0 with Peter Hubbard abstaining, and Gil Bray abstaining due to absence at the time of vote.
- 2) Modification of agenda: In the interest of time, the commission will focus on items that need to get done tonight and postpone the following items until 12/14:
 - Analytics survey update
 - EDC strategy update
 - CERC next steps on SiteFinder
 - NEDA conference update
- 3) Marketing Group Update:
 - The videographer will come to Trackside for the Wilton Rocks for Food event on Sat 12/3 for musician interviews and return later for event filming, for no extra hourly charges, within previously approved budget. Since the projected cost to film the Rocks for Food event will be significantly less than previously budgeted, Ms. Wong proposed that the remaining budget be allocated to film the Santa Hayride Event at Ambler Farm on Dec 9. The Commission raised no objection to the plan.
 - Discussion of Henkel purchase of Sun Products and the possibility of keeping the company in Wilton rather than a planned move to Stamford. Ms. Lee-Shiue will reach out to Eric Gustafson for further discussion.
 - Route 33 Bridge project: The commission will look at a more comprehensive plan for Wilton center along with Bob Nerney when he's ready. He is in the planning stages.
 - Downtown Community Stroll and Bonfire: An update was provided on preparations for the bonfire on 12/2. Mr. Berg will acquire wood from Gregory's Sawmill, for under \$100. Peter Hubbard will assist at setup time at Schenck's Island and be present for the event. Tables will be delivered by Parks and Rec. Jennie Wong will handle pickup and setup of refreshments from CT Coffee, with an estimate \$175.

Vivian Lee-Shiue made the motion to allocate \$350 for all bonfire expenses. Peter Hubbard seconded the motion. The motion was unanimously approved 9-0 with Gil Bray abstaining due to absence at the time of vote.

- 4) Discussion of downtown holiday planning: Ms. Lee-Shiue provided an update on the Winter Palace contest – donations have been secured from local businesses for prizes. Lynne Vanderslice has initiated a new focus on “Enjoy Winter in Downtown Wilton”, with new holiday banners, Twitter hashtags, and additional events planned for after the holidays.
- 5) Potential Larry Kudlow book signing event: The Wilton Library wants to partner with the EDC for an early 2017 event. Discussion ensued as to how best to market the event to both residents and businesses. The EDC’s role would be to help market the event. Highlights of the event could be video recorded for the EDC’s marketing reel.
- 6) Discussion of a project management tool for use by the EDC: Brad Unger is setting up an online project management tool – Teamwork – which we can use at no cost for up to two projects. Initial two projects will be a) the EDC’s marketing activities, and b) the EDC’s internal operations. A welcome email to all EDC members will be forthcoming.
- 7) Signage working group: P&Z is resurrecting discussion of business signage in town, and wants to partner with the EDC on planning. This will likely be a 3-5 month initiative. Discussion areas may include size and design. More details forthcoming at upcoming meetings.
- 8) New Business: John Wilson made the motion to appoint Dan Berg to the Merwin / Schenck’s Study Committee on behalf of the EDC. Tracy Serpa seconded the motion, and the vote was unanimously carried 9-0 with Gil Bray abstaining due to absence at the time of the vote.
- 9) EDC budget discussion: The commission voted previously to keep the budget flat from last year, at \$35,000. Discussion ensued of the commission’s macro activities and categories, potential initiatives and likely costs through calendar year 2017 and into 2018. Macro categories are Marketing, Outreach, Memberships and Administrative Costs.

John Wilson motioned to approve a budget which includes \$25,000 for Marketing initiatives, \$5,000 for Outreach, \$2,500 for Memberships and \$2,500 for Administrative costs. Mr. Hubbard seconded the motion and the motion was unanimously passed at 10-0.

- 10) Adjournment: John Wilson made the motion to adjourn the meeting. Dan Berg seconded the motion and the vote was unanimously carried 10-0 with no abstentions.

The meeting was adjourned at 9:03 PM.