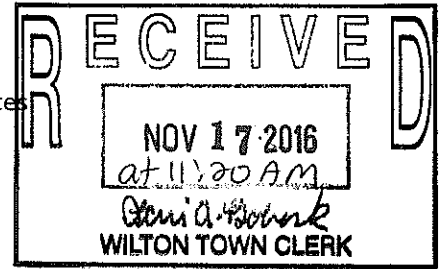


Wilton Economic Development Commission Meeting Minutes

November 9, 2016



Commissioners in Attendance:

Commissioner	Attendance
Dan Berg	Present
Gil Bray	Present
John Clasby	Present
Peter Hubbard	Absent without notice
Jim Jarvie	Absent without notice
John Kelly	Present
Phil Lauria	Present
Vivian Lee-Shiue (Chair)	Present
Tracy Serpa	Present
Brad Unger	Present
John Wilson	Present
Jennie Wong (Secy / Treasurer)	Present

Guests:

Guest	Representing Entity
Lori Bufano	Board of Selectmen
Sara Curtis	Marketing Working Group
Daphne Dixon	Wilton Go Green

1. **Call to Order:** Vivian Lee-Shiue called the meeting to order at 7:16PM
  
2. **Approval of Meeting Minutes:**
  - a. Vivian Lee-Shiue recommended the following change to the October 12 meeting minutes: "As there were only 5 active members at the time of the July meeting, new commissioners present at the October meeting abstained from the vote. Of the 5 active members, John Wilson also abstained from the vote as he was not present at the July meeting, and Peter Hubbard was not present at the October meeting. The remaining commissioners approved the minutes 3-0."

Vivian Lee-Shiue moved to approve the minutes, Tracy Serpa seconded the motion and the motion was approved 9-0 with Dan Berg abstaining.

- b. Vivian Lee-Shiue motioned to approve the minutes for Marketing Working Group's special meeting on October 26, 2016. Brad Unger seconded the motion, and the

minutes were approved 4-0. Members who did not attend the meeting abstained from voting.

### 3. Administrative Items

a. The following meeting dates were proposed for the remainder of the fiscal year. Generally, the meetings fall on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month unless otherwise noted:

- November 30 – 5<sup>th</sup> Wednesday (due to holiday week on 4<sup>th</sup> Wed)
- December 14
- NO MEETING DECEMBER 28 (due to holiday week)
- January 11
- January 25
- February 8
- February 22
- March 8
- March 22
- April 5 – 1st Wednesday in April (due to school holiday on the 2nd Wed)
- April 26
- May 10
- May 24
- June 14
- June 28

Vivian Lee-Shiue moved to approve the meeting dates, Gil Bray seconded and the motion carried 10-0.

b. Other meetings:

- Vivian Lee-Shiue and John Kelly have been invited to present the analytical study presentation to the Board of Finance on 11/15. All EDC members are welcome to attend
- Daphne Dixon, of Wilton Go Green, presented an update on the upcoming symposium on 11/29 from 8:30AM to 4:30PM. She has invited members of the EDC to participate in the breakout groups and speak in front of the group if relevant. Interested commissioners should let Vivian Lee-Shiue know, and Vivian will consolidate list and send to Daphne.

c. Legal Firms under Board of Selectmen's review – All 10 commissioners present affirmed in person that they have no personal affiliation or interest to any of the legal firms under review by the Board of Selectmen (listed below). Vivian stated that she would follow up with Peter Hubbard and Jim Jarvie to have them disclose any personal interest or affiliation:

- Berchem, Moses & Devlin

- Carmody, Torrance, Sandak & Hennessy
- Cohen & Wolf
- Owens Schine & Nicola
- Pullman & Comley

NB: After the meeting, both Peter Hubbard and Jim Jarvie affirmed via email that they have no connection to any of the firms listed above

#### 4. Officers

The following officer positions were open for voting: Vice Chair, Secretary, and Treasurer. Jennie Wong resigned from the joint position of Secretary/Treasurer and expressed interest in being nominated and voted into the position of Treasurer.

- Treasurer – John Wilson nominated Jennie Wong for Treasurer, Tracy Serpa seconded the motion and the motion was unanimously carried.
- Secretary
  - There was some discussion about the responsibilities of Secretary; particularly as it relates to the amount of time and overhead associated with writing minutes. As such, Vivian Lee-Shiue made the motion to have minutes be written on a rotating schedule, with the responsibilities of filing the minutes and agendas remaining with the Secretary. This motion was seconded by Tracy Serpa and unanimously approved.
  - John Wilson nominated Tracy Serpa to the position of Secretary, Dan Berg seconded this motion and the motion was unanimously approved.
- Vice Chair
  - Both Phil Lauria and Brad Unger expressed interest in the position of Vice Chair. John Wilson moved to nominate Brad Unger to Vice Chair, seconded by Gil Bray. Jennie Wong moved to nominate Phil Lauria to Vice Chair, seconded by Tracy Serpa.
  - Brad Unger and Phil Lauria excused themselves from the room, along with guests Sara Curtis and Lori Bufano. The remaining members discussed the responsibilities of the role, the goal and mission of the EDC in the upcoming year and the backgrounds of both Phil Lauria and Brad Unger in this context.
  - Vivian Lee-Shiue chose to abstain from the vote, and the commission voted Brad Unger to the position of Vice Chair with a vote of 6-1 (Jenny Wong opposing).

#### 5. Rte 33 Bridge Flags / Lighting

John Clasby provided an update of discussions he had with a solar commercial lighting supplier, and Brad Unger provided an update on the information and research gathered from discussions with Bob Nerney (Town Planner) and other independent research.

A brainstorming session ensued, and it was recommended that we contact some landscape designers and architects who may be familiar with the area, to discuss ideas and constraints. Brad Unger will contact Rob Sanders and Kevin Quinlan (both town residents familiar with the area) to discuss the area further.

## 6. Old Business

- a. Vivian Lee-Shiue provided an update on the analytic survey:
  - The draft of the survey is loaded to the website. The following edits are pending: formatting changes to correct some typos, and a page on summary findings.
  - Next steps are to discuss with Lynne Vanderslice and other boards goals and recommendations. The formulation and execution of these recommendations is partially dependent on the upcoming redrafting of the Plan of Conservation and Development, and of the EDC's overall strategic plan, and are not solely the responsibility of the EDC.
  - Vivian and John Kelly will be presenting the same study to the Board of Finance at their meeting on November 15
- b. Jennie Wong presented an update on the Marketing group. See Marketing Working group meeting minutes from October 26 for additional detail.
  - After obtaining sample videos and price quotes of services provided, the Marketing working group chose to engage Bob McCarthy (who currently works with the town) on the filming of the Wilton Chamber Halloween parade. This included Man on the Street interviews and additional one-on-one interviews.
  - The team assigned the following responsibilities to the working group members: contacting various town entities that might have relevant video footage, and reviewing existing video footage. The assignments appear in the working group minutes.
  - The working group is talking with Ken Boehm, at Wilton High School, who has offered to edit the videos for free as a project with the WHS students; however, both the commission and the working group wants to ensure that the resulting quality of work is professional and efficient. The working group will be touring the studios and then will discuss next steps.
  - Jennie Wong needed approval to allocate funds to filming the Wilton Rocks for Food event on 12/2 at Trackside. John Wilson motioned to allocate \$300 to the event, Vivian Lee-Shiue seconded, and the motion was unanimously approved.
  - Approval for data storage was also needed, and Jennie presented a few options – Dropbox, Microsoft Cloud, Datto – Tracy Serpa motioned that Datto be used, Dan Berg seconded , and the motion was unanimously approved. Currently, there is no fee anticipated. Jennie will report back fees if we exceed the free storage limit.

## 7. New Business

### a. Strategies

- i. The EDC needs to focus on revamping the strategic plan that was originally created in 2014. This will come out of the discussion of next steps referenced in 6A (listed above), and on working sessions within the commission. In order to address the strategic plan, it was recommended that either a full half hour of each meeting is dedicated to a working session, or that separate working sessions are set up.

Phil Lauria offered to review the existing strategic plan and to start drafting a framework which the commission can react to.

- ii. A discussion of activities that we will need to focus on as part of our short term goals took place, including:
    - Formulation of the Rapid Response Team – discussion of whether this is a full time staff role, or a cross functional team across multiple boards and commissions. The EDC believes that the role should be a dedicated staff role.
    - Digital Strategy – Brad Unger raised the need to formulate a strategy around our digital presence (i.e. social media, website, other online portals). This will be discussed as part of our strategic plan
    - Other initiatives – Vivian Lee-Shiue mentioned several working groups that will be initiated in the near term future, including:
      - Signage working group – Vivian provided a little background on this initiative and mentioned that we need to notice the public for any residents that may want to volunteer. John Wilson indicated interest in this group given his background in P&Z and ZBA.
      - Zoning for downtown businesses (liquor permits, etc.) – as a followup to the analytical study, the EDC would like to perform benchmarking analysis to determine how other towns are zoning their businesses to allow for more flexible business hours.
      - Merwin / Schenks Study Committee – Dan Berg mentioned that he was aware that the First Selectman will be reaching out to the EDC for a recommended appointee to the Merwin / Schenks study committee.
- b. CERC Next Steps – Jennie Wong inquired as to the next steps on CERC.
- The commission and select members should complete the 70 question survey if we would like to proceed further with CERC.
  - Jennie inquired as to whether we want to pursue a subscription to Site Finder (~\$500 a year).
    - Jennie Wong provided a little background on the hesitation on the applicability and usefulness from Lynne Vanderslice and Bob Nerney. Jennie believes that it might still be worth exploring.

- Vivian Lee-Shiue echoed the hesitation, stating that she is aware that Site Finder is not really as useful as Loopnet, and that CERC is pushing it from the business side of the organization
  - Some further discussion ensued as to whether it's worth the \$500 fee. Additional research will be done, and the EDC will decide at the next meeting.
- c. Downtown Holiday Planning – Vivian Lee-Shiue provided a brief update on downtown holiday planning. Activities include:
- Winter Palace contest, in collaboration with Wilton Library – Vivian needed the agreement from the EDC that this will be sponsored by the EDC. There is nominal, if any, cost involved with sponsoring. The commission agreed.
  - Bonfire on 12/2 – Lynne Vanderslice and Vivian Lee-Shiue have been working on supplementing some of the Wilton Center activities on the day of the Holiday Walk. Vivian asked Dan Berg to help with setting up a bonfire on 12/2 at about 6:30PM. Dan is working to obtain all clearance and approvals to do so. There will be a nominal cost that will be approved at the next EDC meeting (or sooner, if needed).
- d. NEDA conference – Brad Unger attended the NEDA Conference in New Haven as an “interested party” (as opposed to attending on behalf of the EDC). He provided a quick update on the topics covered at the conference
- Gil Bray inquired as to whether there are other training or conference opportunities available for commissioners who may be interested in learning about resources available. Brad mentioned that there are a few other conferences regionally.
- e. Project Management Tool – Brad Unger has been doing some research and circulated a document prior to the commission meeting on project management tools. He narrowed the selection down to one tool, teamwork.com, being used on a free trial basis for both the Marketing and Bridge working groups. Both groups will report back on the effectiveness of the tool. If the EDC chooses to go forward with it, a fee will be required.

## 8. Open Discussion

- Vivian Lee-Shiue mentioned that budgets are due to Selectman’s office by December 15. Vivian has proposed that we keep the budget flat versus last year, at \$35,000. The EDC agreed, but the item was not formally voted on, and will need to be approved at the 11/30 meeting.
- Vivian mentioned the following additional items for future consideration:
  - State and Federal grants available
  - Exploration of financial incentives for businesses and residents

- Exploration of small business programs.

9. **Adjournment** – with no further business, John Wilson motioned to adjourn the meeting at 10:30 pm, Vivian Lee-Shiue seconded and the motion was unanimously carried.

