

WILTON EDC MEETING MINUTES

January 13, 2016

In attendance: John Wilson (Vice Chair), Keith Rodgerson, Vivian Lee-Shiue, Lee Wilson, Jennie Wong.

Guests: Lynne Vanderslice (First Selectman), Dave Clune (BoS Liaison)

Absent with notice: Peter Gaboriault (Chair), Bob Sabo (Secretary), Chris Fuentes

Absent without notice: Peter Hubbard

- 1) Mr. J. Wilson called the meeting to order at 7:21 pm
- 2) Upon motion made by Mr. J. Wilson, seconded by Ms. Lee-Shiue, the December 2015 meeting minutes were unanimously approved.
- 3) Voting of officers:
 - a. Mr. J. Wilson made a proposal for a joint secretary and treasury role. Mr. Sabo would step down from the Secretary Role. The proposal was seconded by Mr. Rodgerson and unanimously approved. Ms. Lee-Shiue nominated Ms. Wong, Mr. Rodgerson seconded, and the nomination was unanimously voted.
 - b. Mr. J. Wilson made a motion to step down from vice chairmanship and nominated Ms. Lee-Shiue to replace him. Ms. Wong seconded, and the nomination was unanimously voted. Mr. Gaboriault would retain his Chair position up until July, after which his role will be determined.

At this point Mr. J. Wilson passed the chairing of the meeting to Ms. Lee-Shiue.

- 4) Operating Rhythm:
 - a. Ms. Lee-Shiue made a motion to hold future 2016 meetings on the second Wednesday of the month at 7:15 pm with the exception of:
 - April: move to April 20 (3rd Wed) due to Wilton Public School break (4/11-4/15)
 - August: no meeting summer break

Mr. Rodgerson seconded, and meeting schedule was unanimously approved.

Ms. Vanderslice informed the Commission that Mr. Clune has been appointed as a liaison and will attend WEDC meetings regularly.

- b. Attendance policy per town charter was discussed. Three consecutive absences without prior notice to the Chair or Vice-Chair could be a reason for removal. Clarified that this policy is *in effect* for all Town Boards including WEDC. Further, any Commissioners who are unable to commit to the attendance policy stated herein must notify, First Selectman, Ms. Vanderslice, in writing.
- c. Discussed Wilton Bulletin article, "Commissioners Discussed Cannondale," published on January 7, 2016. Mr. Rodgerson pointed out that the article clearly referred to him as a member, not a spokesperson for the EDC. He further stated that if the writer/editor of the article gave the impression that the views expressed were on behalf of the EDC as a whole, it was done out of context. Discussed a communication protocol that is widely adopted by various Town Boards and organizations, whereby members of the Commission do not communicate on behalf of the Commission unless the Chairman/Vice-Chairman of the Board has approved. External communication without approval must have an explicit disclaimer that the statements represent individual views and NOT the views of the Commission.

Ms. Lee-Shiue made a motion to adopt the above mentioned communication protocol. Mr. Rodgerson seconded, and the protocol was unanimously adopted.

- d. Recommended that the Commission reports to the BoS on a quarterly basis in order to improve accountability. The report would be made by the Chair/Vice-Chair in the form of an agenda item at the official BoS meeting.
- e. Discussed the idea of holding town forums every six months, with the purpose of increasing transparency and the profile of the Commission. When the time comes to organize forum, Mr. Clune proposed assigning someone to be wholly responsible in coordinating the forum. The next forum to be scheduled in spring.

5) Regular business

a. Old business

- i. Discussed the needs for closure on the past October forum. Mr. Clune would reach out to Heather (of GMW) to segment the video recording by each presenter (to be posted on our site) and profile the outcome of the forum on GMW if appropriate.
- ii. Update on Kimco's potential contribution: Ms. Vanderslice plans to meet with Kimco's managers (on-site and leasing) next week.

- iii. Other: Brief discussion about the role of different contractors handling the WEDC's site ensued. Ms. Lee-Shiue volunteered to be the point person for the website.
- b. New Business:
- i. TOD Grant: Mr. Rodgerson and Mr. J. Wilson would work together with Robert Nerney, Director of Planning and Land Use Management, to discuss ideas for applying for transit oriented development grant. Mr. Rodgerson suggested construction/planning around Wilton train station, for example pedestrian oriented improvements, as possible alternatives.
 - ii. "About Wilton": Ms. Lee-Shiue discussed the need to improve "About Wilton" page on WEDC's website to include a list of schools, businesses, clubs, shopping complex and other relevant information for visitors, newcomers, prospective residents and commercial tenants alike. Ms. Wong volunteered to help Ms. Lee-Shiue with this project.
 - iii. Analytics Survey: Brought up a suggestion by a Wilton resident (Mr. John Kelly) to conduct analytic surveys as to the reasons businesses choose Wilton. Mr. Kelly has an expertise in data analysis and is keen to provide help. Ms. Lee-Shiue and Ms. Wong will meet with Mr. Kelly to understand the scope, his involvement and his expected fees, if any.
 - iv. Student Interns: Discussed the possibility of engaging college students as interns to conduct polls (mentioned above) or to assign each intern to a key commercial area (i.e. Gateway, Wilton Town Center). Discussed conducting entry and exit surveys targeted to residents. Explore hiring interns for the summer period. Ms. Lee-Shiue would research the cost of engaging student interns.
 - v. Town Center Sign: brought up the importance of getting signs on Rt.7 directing to Wilton Town Center.
 - vi. 2016 Budget Discussion: Through December 31, 2015 the Committee has spent \$2,820 against \$35,000 approved budget. Expect to spend another \$3,000 mostly to service, maintain, and update the WEDC website for the remainder of the budget year. Discussed usage of the remaining budget. Mr. J. Wilson brought up breakfast or lunch events, inviting guest speakers. Ms. Wong mentioned a potential guest speaker: Roger Brooks, a well-known community branding consultant. Discussed Mr. Brooks' service and fees. Mr. L. Wilson urged the importance of engaging

outside consultants who can put together concrete action plans and seeking grants to fund it. Discussion about developing Cannondale ensued; there was a sentiment that it may be the best return for the money.

Ms. Wong and Ms. Lee-Shiue will obtain proposals from three to four consultants targeted at recommendations for critical development areas (i.e. Cannondale).

Ms. Vanderslice reminded the Committee to prepare the budget for fiscal year 2016-2017 to be presented to the BoS on February 16, 2016.

6) Other Administrative

- a. CERC Training: One time free training is offered as part of the membership; requires a minimum of 20 people. Ms. Vanderslice would help coordinate joint attendants with Mr. Rodgeron.
- b. Website info/content: Ms. Lee-Shiue plans to meet with Ms. Lisa Bogan and requested everyone to send her items that need to be updated before the following Monday.
- c. Other means of communication: Ms. Lee-Shiue suggested utilizing social media, for example, setting up a Facebook page, to communicate with the public.

7) Open Discussion: Mr. L. Wilson is working as a representative of WEDC to facilitate a potential tenant that would occupy 25,000 sq. ft. office space.

8) With no further business, the meeting adjourned at 9:35 pm.