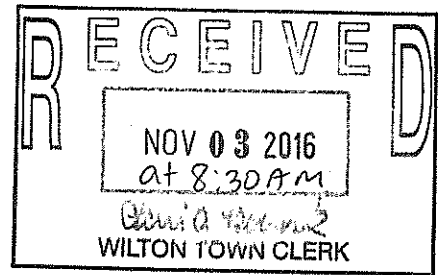


Wilton Economic Development Commission

Regular meeting

November 9, 2016, 7:15PM

Town Hall, Room B



Commission Members: Dan Berg, Gil Bray, John Clasby, Jim Jarvie, John Kelly, Phil Lauria, Vivian Lee-Shiue (Chair), Peter Hubbard, Tracy Serpa, Brad Unger, John Wilson, Jennie Wong (Secretary/Treasurer)

Guests: Lynne Vanderslice (First Selectwoman), Lori Bufano (Selectman Liaison), Mike Moisio

**AGENDA:**

1) Call to order [Lee-Shiue]

2) Approval of October Minutes [Lee-Shiue]

3) Administrative items [Lee-Shiue]

a) Key dates:

Future proposed meeting dates:

- November 30
- December 14 - approved at prior commission meeting
- December 28 – winter holiday
- January 11
- January 25
- February 8
- February 22
- March 8
- March 22
- April 5 – first Wednesday instead of 2<sup>nd</sup> Wednesday which falls during spring break
- April 26
- May 10
- May 24
- June 14 – school is dismissed early
- June 28

b) Other meetings

- i) Invitation to Board of Finance meeting on November 15
- ii) Invitation to Wilton Go Green Symposium on November 29

4) Nomination of officers [All]

5) Route 33 Bridge Flags [Clasy/Moisio/Unger/Wilson]

- 6) Old Business:
  - a) Analytics Surveys Update [Lee-Shiue, Kelly]
  - b) Marketing Working Group Update [Wong, Jarvie]
- 7) New Business
  - a) EDC Strategies [All]
    - i) Long Term Goal (greater than 3-year time horizon)
    - ii) Short Terms (less than 3-year horizon)
      - Rapid Response
      - Digital Strategy
      - Other initiatives: Signage, Liquor permits benchmarking studies
  - b) CERC Next Steps [Wong]
    - i) Self-Assessment
    - ii) Staffing
    - iii) Site Finder
    - iv) CT Main Street Center
  - c) Downtown Holiday planning [Vanderslice, Lee-Shiue]
  - d) NEDA Conference [Unger]
  - e) Project management tool [Unger]
  - f) Signage Working Group [Lee-Shiue]
- 8) Open Discussion
- 9) Adjourn