

Wilton Economic Development Commission

Special meeting (Marketing Working Group)

October 26, 2016, 7:15PM

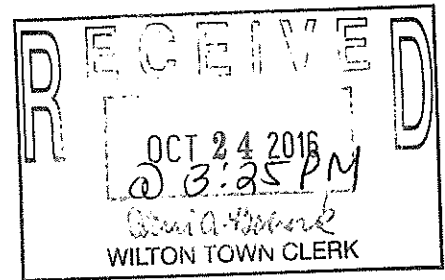
Rimer Room (2nd Floor), Wilton Library

Commission Members: Jim Jarvie, John Kelly, Vivian Lee-Shiue (Chair), Tracy Serpa, Brad Unger, John Wilson, Jennie Wong (Secretary/Treasurer)

Volunteers: Diane DeWitt, Tom Curtin

AGENDA:

- 1) Call to order [Lee-Shiue]
- 2) Halloween October 29 Trick and Treat Filming [Wong]
 - a) Videographer update
 - b) Meeting place and timing
 - c) Interview line-up
 - d) Task assignments
- 3) Assign voluntary editors to review video footage for quality and relevance [All]
 - a) Riverbrook regional (1 volunteer)
 - b) Ambler Farm (1 volunteer)
 - c) Wilton Go Green (1 volunteer)
 - d) Good Morning Wilton (2 volunteers)
 - e) Schools related (2 volunteers)
 - f) Others
- 4) Other important footage around town to be collected [All]
 - a) Weir Farm
 - b) Woodcock
 - c) NVRT (may need filming on our own)
 - d) Others?
- 5) Businesses to contact for testimony [Wong, Lee-Shiue]
 - a) Organize a list of businesses and compile contact persons
 - b) Contacting the businesses (3-4 volunteers)
- 6) Video message and storyboard discussion [All]
 - a) Search for a music composer



- b) Search for a script writer
- 7) Project management organization & documentation idea [Unger]
- 8) Data storage options [Wong]
- 9) Explore public-private partnership in funding the video project [Wong]
- 10) Open discussion [All]
- 11) Adjourn