

Wilton Economic Development Commission

Wednesday 4/5/2017, 7:15PM

Comstock Room 31

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TOWN OF WILTON

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BY: *A. Kobernik*

Attendees: John Kelly, Phil Lauria, John Wilson, Vivian Lee-Shiue, Dan Berg, Brad Unger, Jennie Wong, Jim Jarvie, Peter Hubbard

Absent: Tracy Serpa, Gil Bray

1. Call to order – meeting called to order at 7:17PM
2. Approval of March 22 Minutes – John Wilson moved to approve the minutes, Dan Berg seconded the motion, and the motion was approved 9:0
 - Tracy Serpa and Gil Bray absent from vote.
3. Signage Working Group
 - Members of this working group are Vivian and John W.
 - This team is working together to create a report of what neighboring towns are doing to manage signage requests while maintaining an aesthetic appeal consistent with the town's history and future. The report will lay out a landscape of what other towns do from both the signage and its regulation standpoints.
 - There was some discussion of what sign types to consider.
4. Liquor Ordinance
 - Vivian noted that the Ordinance was approved by the Board of Selectmen and is up for a town vote scheduled May 2nd.
5. Strategy
 - Phil Lauria was asked to report on the progression of the EDC Strategy document. He presented a few of the report's slides and confirmed the need to schedule meetings with other constituents to finalize the plan.
6. Marketing Update
 - Jennie reported that the interview with the CEO of Advanced Radiology had been recorded in the prior week.
 - John K. confirmed that the residential video production had been fully transplanted to the Tracy Locke team and that the production would be complete at end of April.
 - Vivian encouraged the marketing committee to be thinking of (and to document) a distribution plan for the video in advance of its distribution so that the proper order of approvals and attention to the initiative is ensured, and that the video achieves maximum possible exposure.
 - Jim presented an update of the Flipbook he has been creating to showcase the town's assets.
 - Feedback was provided including a suggestion that more pictures be utilized and that Jim consider including some of the asset categories that John K. had reviewed from neighboring town showcase and official sites.

- A suggestion was made that a working session be conducted to complete all categories and picture contributions to the brochure.
 - There was some input regarding the design as well as some consideration that once content is complete professional services be engaged.
 - Jim and Jennie presented two different Flipbook technologies as well as their pricing and the design capabilities that are included in those prices.
 - John K. suggested that a meeting or call be convened with some members of the realtor community to show them the full content and ask them what medium would suit their client best for this information as well as if they have any interest in funding its production.
7. Plan of Conservation and Development Update
- Lynne Vanderslice provided Vivian some clarification on the process and how the POCD is led by P&Z. P&Z welcomes input from the general public and also seeks input from town officials, commissions and boards. Meetings will be noticed through customary town policies for public notice of meetings.
8. Revenue Growth Initiative
- Brad presented summary of growth initiative ideas as developed by the EDC team, and grouped into categories that can be paired with members' relevant expertise. Brad suggested that the EDC convene a 3-day working session to be moderated by him to fully flesh out potential action items and prioritize each concept.
 - The committee resolved to sort each of the five main groups into working panels to be assigned to 1 or more members not currently assigned with other tasks due in this fiscal year and who have some expertise or interest in that area.
 - i. John W. volunteered for the "Density" group.
 - ii. Dan volunteered for "Amenities"
 - iii. Gil Bray (assigned in absence) and Peter tasked with "Infrastructure"
 - iv. Tracy (assigned in absence) and Vivian assigned "EDC Core"
 - v. Brad assigned "Policy and Procedure"
 - These working panels are to complete ideation, feasibility analysis and input to prioritization so that the full report can be presented to the BOS and BOF in May so that some proposed actions may be considered by town government before it breaks for summer.
9. Miscellaneous Business:
- Dan Berg noted that he was approached by the Trout Unlimited organization to determine how the upcoming Trout Fishing Day can get promoted by town businesses. He was told to steer that contact to Tom Sato, Head of Wilton Chamber of Commerce
 - Vivian stated that she had also had some conversations with the people at Trackside who need to understand how to get started with fundraising initiatives.

With no additional business, John Wilson moved to adjourn the meeting, Peter Hubbard seconded the motion and the motion was unanimously carried. Meeting ended at 9:28pm.