

Wilton Economic Development Commission

Minutes

12/13/17 Regular Meeting

7:15 PM, Comstock Room 31

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TOWN OF WILTON

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BY: LK

ABSENT WITH NOTICE: Phil Lauria

Via Telecon: Brad Unger (called in at 7:30), Dan Berg

Present in person – Vivian Lee-Shiue, Jennie Wong, Tracy Serpa, John Kelly, Sarah Gioffre, John DicCenzo

- 1) Call to order – meeting called to order at 7:18
- 2) Approval of minutes from 11/08 meeting – Tracy Serpa motioned to approve the minutes from the November meeting; Jennie Wong seconded. Motion was carried 5:0 with one abstention (Vivian Lee-Shiue) and two absences at the time of vote (Phil Laura, Brad Unger)
- 3) Old Business
 - a) Project updates and next steps
 - Brief Summary of Winter outreach activities
 - Report out on Holiday Stroll and Winter Palace initiative:
 - Debrief on bonfire and recommendations for next year – (Larger marshmallows, signs to point people to Schenck's.).
 - Total spend was approximately \$375 - \$300 for CT Coffee, \$25 for marshmallows and incidentals, \$50 for skewers (there are about 75 skewers left that will be used for Chamber event, below),
 - Estimated attendance this year ~150
 - Vivian to send letter of thanks to Karl Dolnier and to Ryan McElroy for helping out.
 - Winter Palace w/Wilton Library – no issues. Prize was purchased and donated by private individual.
 - Possible partnering with Chamber of Commerce on Winter Festival – January 28 – the Chamber has asked if the EDC would be willing to host another bonfire for its 1/28 winter festival.
 - John Wilson motioned to sponsor the bonfire and allocate \$300 to the expense. Dan Berg seconded, and the motion was unanimously carried 6:0.
 - Vivian to confirm time, location and event permit with the Chamber
 - Summary of special projects – Sarah Gioffre provided an update on the projects that she is working on for Lynne. She aims to have a first draft of “guide to opening business in Wilton” done for January meeting.
 - Marketing Working Group – no significant update. Still waiting for resource that can help with the answer-book brochure.

- SIMM update – no significant update. Vivian asked Dan to connect with Chief of Police regarding the NRVT trail extension at Horseshoe Pond to ensure that SIMM and NRVT efforts are coordinated.
- Wilton Center Working Group – John provided an update on the working group meeting held in early November. Next meeting is 1/17. It was agreed that the Wilton Center Working Group should not be a sub group under EDC, so as to avoid conflicts of interest and to encourage full ownership by all constituents. We will continue to try to confirm ownership of this group, and/or whether it does not need to exist.
- Signage Working Group Update and Discussion – because of scheduling constraints and difficulty getting everyone together, Vivian plans to meet with businesses individually, starting with the Rte 7 businesses. She met with Anytime Fitness and has been trying to coordinate with Blue Star Bazaar and Painted Cookie. Also reached out to Gofer Ice Cream but has not had success getting in touch.
 - John Dicenso will get Gofer ice cream's (Jordan) email address
 - Goal is to have an initial study done by 1/17 Wilton Center meeting and present summary of issues and findings to the EDC in January

4) New Business – none

5) Open Discussion and/or continuation of any topics above – currently, there is one vacancy on the EDC left by Gil when he relocated. We were informed that the DTC and RTC are interviewing candidates for this position.

6) Adjourn – with no further business, John Wilson moved to adjourn the meeting at 8:15PM. Jennie Wong seconded, and the motion was unanimously carried.