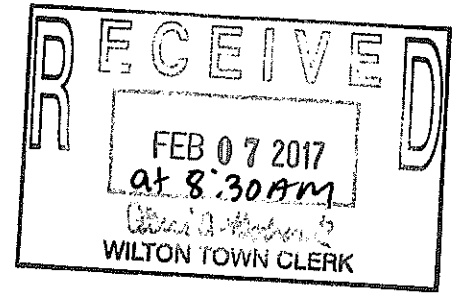


WILTON EDC SPECIAL MEETING MINUTES

February 1, 2017



In attendance: Dianne deWitt, Sara Curtis, Jim Jarvie, Vivian Lee-Shiue (arrived at 7:55 pm), Tracy Serpa, Brad Unger (arrived at 8:05 pm), Jennie Wong

Notified of intended absence: Tom Curtin, Phil Lauria, John Wilson

- 1) Ms. Wong called the meeting to order at 7:10 pm.
- 2) Ms. Wong reported the progress made with the first Video project. The first half of footage sequences has been shared with WHS TV Studio. There were pending items open due to waiting for permission from the original sources. The group discussed the idea of crowdsourcing for Merwin Meadows related contents. Ultimately given time constraints, the Group agreed to use existing materials on Merwin Meadows to move forward. Ms. Wong reported that the script was in progress and hoped to pass the first draft to Mr. Jarvie by the following week.
- 3) Ms. Curtis presented Publitas as a tool to publish marketing contents digitally. She explained that this would be a three-step process. She demonstrated an example, publishing a Word document into an "interactive" booklet, with links to websites and online videos. Ms. Curtis reported that Publitas subscription costs \$120 a year, which includes the cost of hosting. Mr. Jarvie inquired about design capabilities. Ms. Curtis reiterated that regardless of any design capabilities, the contents must be created first either in Word or Powerpoint. The Group agreed to do more due diligence before presenting a formal proposal to the Commission. Mr. Jarvie and Ms. Wong volunteered to spearhead this project.

Ms. Curtis and Ms. deWitt left the meeting at 8:18 pm and 8:35 pm respectively.

- 4) Ms. Wong shared revised working budgets for FY17 and FY18. The Commission had originally requested \$35K for FY17 and FY18. Ms. Lee-Shiue informed guidance from the First Selectwoman to revise the budget to \$22K for FY17 and \$16.5K for FY18. The Group discussed the allocation among different projects in the pipeline: video projects, digital marketing booklets, strategic plan, and digital strategy, as well as projects that are at risks.
- 5) With no further business, the meeting adjourned at 9:45 pm